

Annual Fall Number of
THE COIN MACHINE REVIEW

September, 1943





**ON
SEPT.
9TH**

Your **Bond Selling Responsibilities Double!**

Starting September 9th, your Government will conduct the greatest drive for dollars from individuals in the history of the world—the 3rd War Loan.

This money, to finance the invasion phase of the war, must come in large part from individuals on payrolls.

Right here's where YOUR bond selling responsibilities DOUBLE!

For this extra money must be raised *in addition* to keeping the already established Pay Roll Allotment Plan steadily climbing. At the same time, every individual on Pay Roll Allotment must be urged to dig deep into his pocket to buy *extra* bonds, in order to play his full part in the 3rd War Loan.

Your now *doubled* duties call for these two steps:

1. If you are in charge of your Pay Roll Plan, check up on it at once—or see that whoever is in charge, does so. See that it is hitting on all cylinders—and *keep it climbing!* Sharply

increased Pay Roll percentages are the best warranty of sufficient post war purchasing power to keep the nation's plants (*and yours*) busy.

2. In the 3rd War Loan, every individual on the Pay Roll Plan will be asked to put an *extra two weeks salary* into War Bonds—over and above his regular allotment. Appoint yourself as one of the salesmen—and see that this sales force has every opportunity to do a real selling job. The sale of these *extra* bonds cuts the inflationary gap and builds added post-war purchasing power.

Financing this war is a tremendous task—but 130,000,000 Americans are going to see it through 100%! This is their own best *individual* opportunity to share in winning the war. The more frequently and more intelligently this sales story is told, the better the average citizen can be made to understand the wisdom of turning every available loose dollar into the finest and safest investment in the world—United States War Bonds.

BACK THE ATTACK  **With War Bonds!**

This space is a contribution to victory today and sound business tomorrow

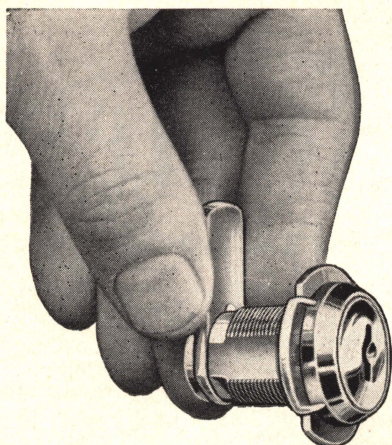
●●●●●●●●●●●●●●●● SEPTEMBER, 1943 ●●●●●●●●●●●●●●●●

CEILING PRICES MAY STAND

OPA Endeavoring To Establish Industry Advisory Committee

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
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**FOR
SEPTEMBER
1943**



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Stoner A Beehive

CHICAGO—A REVIEW reporter visited Aurora the first of the month for an old fashioned chat with the boys at the Stoner Manufacturing plant and to learn to what extent the Stoner plant is aiding the war effort. The trip was an amazing one for little did anyone know the activity current at Stoner and the all-out twenty-four hour schedule turning out military needs.

Clarence Adelberg, Stoner executive, pointed out that there are over 700 employees now on the payroll, that several two-story hydraulic presses and numerous new small machines have been installed to augment the rather extensive plant the firm had at the outbreak of the war. The Stoner plant has developed so rapidly many of the smaller machines are outside the main building and operating under canvas at the present time.

Adelberg made it clear that as soon as the war emergency is over and normalcy is again established Stoner will be back in the Coin Machine field with some new products of unusual interest.

FEDERAL STAMP TAX RATE SCHEDULE ON COIN-OPERATED AMUSEMENT & GAMING DEVICES

Month	Months Remaining in Fiscal Year	Amount of Tax Payable	
		Amusement Devices	Gaming Devices
July	12	\$10.00	\$100.00
August	11	9.17	91.67
September	10	8.34	83.34
October	9	7.50	75.00
November	8	6.67	66.67
December	7	5.84	58.34
January	6	5.00	50.00
February	5	4.17	41.67
March	4	3.34	33.34
April	3	2.50	25.00
May	2	1.67	16.67
June	1	.84	8.34

WARNING!

The Rozis Vending Service of Vallejo, California, calls attention to one Paul Arkleigh who recently was in their employ, stole a key, robbed two machines and left town. Rozis has a warrant out for his arrest and it is believed he will seek employment with other operators and repeat the same procedure.

Arkleigh is about 5 feet, 4 inches, has light brown hair, a dark mustache which may be shaven by now, a small scar on each cheek and a tattoo on each upper arm. One is a skull and cross bones and the other a ship with Larry and Paul inscribed under it. He goes by the name of Paul Arkleigh and carries a Social Security card with the same name.

Western operators are urged to be on the lookout for such an individual and communicate with this publication should he be located.

Game Restrictions Dropped

CHICAGO—The City Council voted 13 to 1 on August 25th against the adoption of an amendment to the municipal code which would have added further stringent restrictions to existing marble game regulations.

The new amendment, it was declared, would have included in the prohibited list so-called ski ball games and other contests where pellets are propelled even by hand.

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4

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Suggested Plan for Establishing Proven Ownership Brings Variety of Comments and Suggestions

SECOND DISCUSSION

IN THE July issue of THE REVIEW a suggested program for establishing the ownership of coin-operated equipment was briefly outlined and readers were invited to submit their views and any suggestions or improvements they might have in mind on the plan as outlined.

Under the suggested plan discussed the manufacturer would issue a pink slip on each piece of equipment, the possession of which would signify the holder had paid in full for the described equipment and was free to sell or trade the machine as he saw fit. The pink slip would be on protected paper and bear the abbreviated perforation of the issuing factory so counterfeiting would be impossible.

In the case of equipment being purchased on time payments a white slip would be issued to the operator showing the name of the legal owner along with that of the registered purchaser. When payments were completed the operator would exchange his white slip for the pink slip and a new white slip showing his name as both registered and legal owner of the equipment. The white slip would be on the machine at all times and the pink slip would be filed for safe keeping.

The system outlined closely parallels the method of automobile registration in many states and would prevent unethical individuals from buying equipment on a small down payment and immediately trading it in on more expensive equipment. Then too it would serve to acquaint the location owner with the true status of the piece of equipment in his particular spot and help him protect the operator from hi-jacking and theft.

The program, as outlined, seemed to please a great number of REVIEW readers

and one of the largest distributing firms on the Pacific slope wrote: "We have read with interest the suggested plan for registering coin-operated equipment. While we have never been particularly favorable towards the time payment plan on coin machines, we realize that many sales are made this way and with the post-war era (when prices will continue to remain high) that there will be, of necessity, many sales made this way and your suggestion of following a plan similar to that now used with automobiles is very timely and is no doubt a step in the right direction. We shall follow with interest the progress of this plan and the reaction of the other members of this Industry."

Said one of the foremost factory representatives in the West: "In all the contracts we carried up to 1942 involving many thousands of dollars there was not a single case of selling or trading mortgaged equipment. Possibly since then new blood coming into the business may have set up such a condition. If this has become a general nuisance, I would say you have a splendid plan for protecting the manufacturer, finance company or individual carrying paper, and also protecting the honest operator who might purchase mortgaged equipment from a crooked operator. The process would not have a lot of red tape. Just why the owner of a \$400 phonograph should not have to show a pink slip before selling it, the same as the fellow with an automobile worth \$400 or less, I don't know. Frankly, I never gave it a thought until I read your article, but I'll say your suggested plan has plenty of food for thought."

On the manufacturer's side the answers follow a different vein of thought and one of our largest manufacturers of equipment

of various types writes: "The situation as described in your article is more or less a local problem and should be solved by local jobbers and distributors. Any plans that might be worked out to be used on a national basis might be perfect for some sections of the country, and entirely unsatisfactory in others."

Most manufacturers feel the percentages of such frauds as this system would eliminate are exceptionally small compared with the volume of business enjoyed by the industry as a whole and that the benefits derived from such a system would hardly warrant manufacturers and distributors shouldering the added expense that would be involved by the practical application of the system as suggested.

"The day may never come," reasons a leading Texas distributor, "when it can be said the Coin Machine Industry has found the perfect solution to the problem of proven ownership of coin-operated equipment, but the biggest bug-a-boo in this respect is the failure of some of us in that we are often too eager to make a sale and we sell to some fly-by-night would-be operator who doesn't give a damn about the industry and its problems."

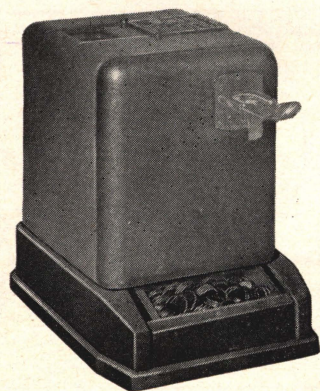
"He has heard there is a fortune to be made in the operation of coin-controlled equipment and without further knowledge of the business he purchases equipment with a small down payment and goes out to make his fortune. He soon finds he is not doing so hot and decides to sell out. He finds an operator who will take the equipment off his hands for a cash consideration. This new purchaser may be in another state but the deal is made and no questions are asked. Soon the original seller finds he is not receiving his monthly payments from the time payment purchaser, tries to round him up and usually is unable to find either the individual or the machines. The distributor not only loses

— TURN PAGE

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5
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NOW! A JACKPOT FOR YOUR VEST POCKET BELL



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- Positive
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Can be attached to any Vest Pocket Bell in 20 minutes. Will pay for itself the first month.

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1115 Venice Blvd.
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money but a certain amount of prestige with a legitimate operator in whose territory this incident occurred.

"The principle of too small a down payment is directly the cause of this evil together with the fact that the fly-by-night operator should not have been sold equipment in the first place. If distributors will stick to a strict policy of bigger down payments this, in itself, will eliminate the casual would-be operator for with a substantial down payment made on equipment an operator feels he has enough invested to make it necessary that he carry through. The majority of legitimate operators know this and have longed for the day when distributors realize it is the best cure for this evil.

"Many sales of equipment can now either be converted into a cash sale or at least a sale with a substantial down payment if we, as salesmen, would only ask for it. But we have in the past talked easy time payments until some of our customers are of the opinion we sell on terms only.

"Here is a little story that illustrates our point: In the deep South Negroes work on large plantations for the land owner as tenant farmers. During the year the land owner advances groceries, tools, clothing and medicine from his own commissary under an agreement whereby the Negro reimburses the land owner when the crop is marketed. Usually the tenant farmer finds the sale price of the crop insufficient to cover his indebtedness and must remain on the farm another year in an effort to get out of debt. Such a thing happened to Mose but one year the land owner's bookkeeping system sprung a leak and Mr. Jones found he owed Mose nine dollars after the crop was sold. A day later Jones saw Mose lugging a big sack of potatoes out of a downtown store and questioned him as to why, after all these years of selling him groceries on credit, he should go downtown and buy a sack of potatoes for cash from a competitor. 'Why, Mr. Jones,' says Mose, 'I didn't know you would sell for cash!'"

And so the opinions run—some in favor of such a system—some opposed to it—but none finding any real fault or suggesting any improvements. Discussions will continue in future issues and if you have not already expressed yourself we shall be happy to have your comments. All contributions will be printed anonymously unless otherwise requested.

* * *

He had parked the car at the side of the road, but still she wanted to know how far he was going to go.

Attention Manufacturers

Well known Distributor of merchandise and merchandise vending machine equipment, supplies and accessories, desires lines for exclusive distribution in 11 Western States.

Set up in every way to handle trade requirements for the duration. Financially in a position to handle on extremely reliable basis.

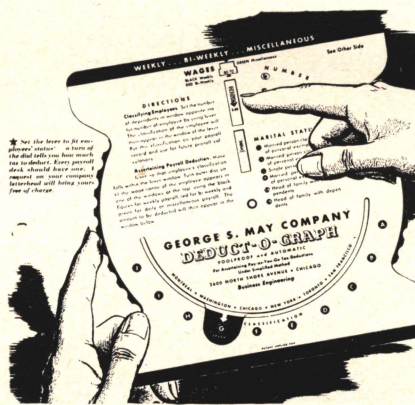
Interested in high grade lines only. All correspondence in strictest confidence. Reply to:

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COIN MACHINE REVIEW

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New Chart Is Free

CHICAGO—Requests by the thousands from industrial executives and payroll desks are pouring into the George S. May Co., Business Engineers, for that firm's new device, called the "Deduct-O-Graph", which automatically shows the proper payroll tax deduction for any employee when proper settings are made as to marital status, wage range and pay period, George S. May, President, announced recently.

Giving further particulars, May stated that his engineers had started work on the Deduct-O-Graph idea the moment deduction tables under the new pay-as-you-go tax law were available from the Treasury Department, and that the Treasury Department has been responsible for the first business requests for the device. He said that before making any general announcements regarding the Deduct-O-Graph, the device had been tested by payroll officials

in comparison with use of the set of tables ordinarily furnished for figuring payroll deductions, and that Deduct-O-Graph use resulted in not only much greater speed but positive accuracy as against slow, laborious figuring and a high percentage of errors for the tabular method.

When asked regarding cost of the Deduct-O-Graph, Mr. May said, "You cannot buy them at any price but the George S. May Co. is giving them without charge to any firm requesting them on a business letterhead. The original print order was for 250,000 units but requests already in sight will exhaust this first supply." Orders should be addressed to the firm at 2600 North Shore Ave., Chicago.

Not Gambling Devices

NEWARK—Judge Flannagan of Common Pleas has placed a new interpretation on the New Jersey statutes in reference to coin-operated machines being classified as gambling devices.

Recently officers arrested a location owner for possessing a slot machine and at the same time attempted to seize an electrically operated baseball game also on the premises. Location owner obtained a restraint order.

Judge Flannagan ruled that the mere presence of the machine in an establishment did not make it a gambling device any more so than a peanut vending machine upon which two individuals could wager a bet on the number of peanuts to be vended. He held that the insertion of a coin by a customer represented a free act on the customer's part and not an act of gambling for no chance of getting his money back or a sum of money back was apparent and the individual invested his coin for amusement only.



Sir, I drilled dem prisoners—like you said.

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Packed 20,000
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Sales limited to not over 5 cases to one customer at one time
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6

FOR
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A Navy Wife Relates Her Experiences Handling Husband's Operations During His Absence

by DOROTHY TYRRELL

(EDITOR'S NOTE—In every part of the country we find dutiful wives handling the operations of their husbands while they are in the Armed Forces. Some of these women had no previous experience in the Coin Machine Field and the ingenuity they are displaying in successfully managing large operations is truly amazing. In this article Mrs. Richard Tyrrell tells of some of her experiences in handling the affairs of the Standard Automatic Sales Company of Oakland while Dick Tyrrell is serving as a flight instructor in the Navy. Before becoming Mrs. Tyrrell, Dorothy taught in the San Francisco Schools and covered the Bay District news beat for THE REVIEW.)

TRANSPLANT a school teacher into the business world and he's a gone goose. Such is the attitude of the general public. When that school teacher is a woman and you transplant her to the coin machine

business world, the odds are so great against her that not even the Black Market will handle that goose. I knew all that before my husband became a flight instructor for the Navy. As a REVIEW correspondent in the Bay district I had heard the boys discuss the few women who had tried their hand at it. Their attitude was definitely unfavorable, to put it mildly. But this knowledge, plus the very tangible presence of a two months old baby did not discourage us. War has always opened new fields to women, and the coin machine field seemed to offer plenty of challenge. I scarcely need to add that challenge or no challenge I was scared the evening my husband left.

To discuss abstractly the managing of one's husband's business while he is away serving his country seems to me of little significance here. Too much has already been written glorifying "the little woman." In most cases it's a job that has to be done, and this is only one woman's diary of how she did it.

Our business at the time my husband left consisted of routes of nut and candy vending machines with a smattering of phonographs and pin games. My muddling experiences will, no doubt, lead you to believe that I stepped from my music teaching position in a San Francisco high school straight to the head of our company. Such was not the case, fortunately. I had had a year's leave-of-absence before the baby was born during which I had kept the company's books. Since it was a relatively small business and since I had had no training in bookkeeping we had not used the double entry system, over which I later was to acquire grey hair in mastering. My husband has always been "the boss," the one who made the final decisions, and he is horribly meticulous about detail. Ours must be another case of "opposites attracting." On top of that he has confidence in my judgment; that's more of a responsibility. The hardest part of the job to master and the most recurrent has been the necessity of making swift decisions and standing by them, sometimes against a torrent of protests from all sides.

Strange as it may seem, the coin ma-

chine business has not proven so very different from school teaching in many respects. I had been used to getting along with people and getting them to follow directions. Mine wasn't the bossy technique, either, in case your tongue is already in your cheek. The first morning when I talked with the men it reminded me of the pep talks I used to give at assembly on buying a student body card, only this time its application was directed to keeping the growth of the business on the rising curve. I explained that I couldn't repair a phonograph as each of them could, but I would interpret for them how their efforts were being directed; both were essential to a business. I planned to make no changes in methods of servicing. They are extremely loyal men, and they responded. The first two weeks they found locations for six phonographs that had been gathering dust, and for twice as many games.

A man's business is frequently his whole life. When a woman steps into a man's place she still has a home that requires supervision. I wanted a part in the raising of our daughter. Looking for a housekeeper in a defense area who is the type with whom you can trust a tiny baby is no breeze, but I was in luck. My mother sent me a dandy from out of town who liked taking charge of the house, the baby, and me. I still had to do all the buying, for her recommendation was that she was excellent as a cook and housekeeper, but she had no feeling for the value of money. I opened up the store at eight o'clock (we still sold nuts and candy retail) and tried to get home to give the baby her six o'clock feeding. I have religiously tried to keep this one contact with her.

I'm a leisure-loving soul. My teaching position had given me ample time to play golf and ride three or four times a week. I soon learned that the coin machine business does not countenance such goings-on. I haven't lifted a golf club since I took over, and one Sunday's ride I regretted all the next week. I just don't see how some operators get the time for these things.

TURN PAGE

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8

FOR
SEPTEMBER
1943

This business makes you superstitious: Once you're out of town the machines start to relax, too. Trouble seems to come in cycles. And just as swiftly as they come, they disappear.

The attitude of competitors and locations was no small concern to me. I did not want concessions made because I was a woman. My experience has been that gentlemen are gentlemen no matter what their occupation, and there's no use trying to buck it. Even when you attempt to be on an equal footing, they treat you like a woman. I have yet to meet a coin machine operator who is not courteous and cooperative. They have gone out of their way to be nice to me. I almost cried when I heard the head of the California Music Operators Association, George Miller, announce at a meeting that locations of men in the service whose wives were pinch-hitting for them were "hands-off." I'm glad this hasn't always been carried out. I still do not want concessions made, and

yet, bless them, these coin machine operators will make them.

Locations of ours for the most part have been unaware of any change in leadership. I had previously taken charge of record buying and the filling of requests from the locations; I have continued that. Confidentially, what I have not mastered is the technique of nonchalantly walking into a bar unescorted to see how the phonograph is working and to listen to the tales of woe from the bartenders. This is an important part of a coin machine business—the personal contact between location owner and coin machine owner—my husband tells me, but I can't do it. Here I go feminine, or Victorian. I visit the restaurants, talk with the bartenders over the phone, and hope for the best.

My first service call brought a glow of satisfaction I have rarely known. True, I only had to switch amplifiers and tone-arms, but I made some other simple adjustments that the men had been slipping up

on, and the owner of the location was mighty impressed—so was I—when the music poured out better than before the phonograph had broken down. I wish I had time to work on a phonograph assembly line so that I could suggest remedies when the men get stuck, as my husband is able to do. That is still indexed for the future.

Labor troubles? Who has a business in a defense area who doesn't encounter them at some time.

My husband has always solved them through a frank discussion of the employees' demands, and so have I, although I find it more difficult to get them to voice these demands. We have not lost one man to a defense job nor to a competitor, glowing as the offers have been. Draft boards are changing that. Even as I write this one man has been given five days to get into a defense job. Planning for a post-war business gives employees confidence in their jobs. Once when our head operator received notice for his physical examination by his draft board I rode the phonograph route. I climbed ladders, side-stepped cockroaches and rats to get to hidden installations. The man was classified 4F, and we celebrated.

Gas rationing hit me about the same time as my housekeeper decided to retire. Those were black days and no Pollyanna blood flowed through my veins. I designed a mezzanine to hold the vending machines, for I decided to abandon that part of the business since it covered the most territory. I had no idea what it would be like to have four or five hundred machines in assorted sizes and shapes dumped into the store over a period of two weeks. They had to be

(See NAVY WIFE, Page 10)

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Come In

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9

FOR
SEPTEMBER
1943

NAVY WIFE

(Continued from Page 8)

cleaned and oiled for storing for the Duration, and we were swamped. Had I been able to anticipate the delay in rationing the influx might have been more gradual, but I had visions of my lugging nut machines home from way points on the bus, and so the order was to bring 'em on in.

Two days after I had driven the baby down to my mother in Santa Cruz—I had found no housekeeper—my father called to tell me my mother had broken her right arm and would I PLEASE come right down and collect my child. At the store I lined a pin game with quilted padding, and each day after her bath she was supposed to go to sleep there. All I can say now is that it didn't work out that way, and over the din of nut machines being cleaned and repaired, of the telephone's ringing with service calls, of customers demanding to know why I was holding out nuts and candy on the faithful, could be heard the baby screaming her protests at the war and women in work. One day I simply could not stand it any more and I had the home phone printed for the front of each piece of equipment. The day that appeared on the equipment my husband came home for a month's leave!

I have grown older and wiser in the coin machine business. Some of the practices I see shock me; they are so unethical. Talking with men in other fields convinces me that one finds the same practices in all businesses; I just hadn't been around much before. We are primarily a phonograph operating business at present, that business that was born in the middle of the last Depression and will be hitting hard in the middle of the next. We are building it



Bally awards Bonds for faithful attendance. Left to right: Bert Perkins, formerly salesmanager of beverage vendor division of Bally Mfg. Co., and now personnel manager of the war plant; Pauline Burke, Nurse Anne McGuire, Elmer Biedenweg, Mildred Nock and Anne Jacobsen.

with that in mind. We now have a double-entry system of bookkeeping, a cost-accounting breakdown, a trial balance made on the first of each month, and I am still not good in math. When my husband gets occasional leaves he is distinctly sad over the flaws I have allowed to creep into the

management of the business. But there still is a business for him to come back to, which is every wife's dream. It won't be the same business he left, either. He has to reckon with a new voice of experience—his wife's. I resigned my nice, secure teaching position last week.

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KEENEY'S ANTI-AIRCRAFT GUNS, LATEST CONVERSION "KILL THE JAP," RECONDITIONED AND REFINISHED RED, WHITE AND BLUE.....

WRITE

GENCO PLAY BALL, LATE LITE-UP MODEL, REBUILT AND REFINISHED APPEARANCE AND CONDITION LIKE NEW.....

WRITE

THE "SUPREME GUN," REVAMP SHOOT-YOUR-WAY-TO-TOKYO, BEAUTIFUL STURDY 8-COLOR CABINET, RED, WHITE, BLUE STARS.....

WRITE

SEEBURG SHOOT-THE-CHUTES, LATEST CHANGE-OVER TO JAPS, REFINISHED IN NEW ROCK-O-LITE APPEARANCE AND CONDITION LIKE NEW.....

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VICTORY MODEL RAY-O-LITE GUNS, LATEST CHICKEN SAM CHANGE-OVER, AXIS RATS, NEW FIGURES, NEW SCENERY, Reconditioned and Refinished Like New.....

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WESTERN DELUXE BASEBALLS, REFINISHED IN NEW ROCK-O-LITE, RECONDITIONED, APPEARANCE AND CONDITION LIKE NEW.....

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NEW MACHINES IN FACTORY-SEALED CASES

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ROCK-OLA STANDARD — COMPLETELY REBUILT AND REFINISHED. NEW DELUXE ROCK-O-LITE. GUARANTEED GOOD AS NEW

20 WURLITZER MODEL 616—COMPLETELY REBUILT AND REFINISHED IN NEW DELUXE MARBLGLO. SOLD ON MONEY-BACK GUARANTEE

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5 SEEBURG REGAL—COMPLETELY REBUILT AND REFINISHED IN NEW DE LUXE MARBLGLO. GUARANTEED PERFECT.....

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SPECIAL ROTARY MERCHANDISERS REFINISHED AND REBUILT GUARANTEED PERFECT **\$195⁰⁰**

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BUCKLEY WALL BOXES. Late Chrome, Illuminated. Good as New **WRITE**

PACKARD PLA-MOR BOXES, All Rebuffed and Refinished. Look Like New..... **WRITE**

WANTED — USED MACHINES — HIGHEST CASH PRICE PAID

ROCK-OLA Commando, new or used. WURLITZER 800, 700, 500, 600, 616. SEEBURG Colonel, Major, Envoy, Classic, Vogue, Regal, Gem. ARCADE MACHINES: Sky Fighter, Night Bomber, Super Bomber, Ace Bomber, Rapid Fire, Air Raider, Sky Battle, Chicken Sams, Torpedo. Slots. All models, all types of Wall Boxes.

Send list of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by air mail.

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

All Prices F.O.B. Los Angeles.
BADGER SALES CO.
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COIN
MACHINE
REVIEW

11

FOR
SEPTEMBER
1943

FORT WORTH

FORT WORTH—The drouth in Texas has cut back the peanut yield from the average production of 26 bushels per acre to 12 and 18 bushels per acre. However, due to price rise, the Texas peanut crop will be a very valuable one. Peanut machine operators are anxious for the new crop to hit the roasters' ovens as the old crop, which they are now having to use, goes stale quickly. Operators report good business on all their goober venders with the past summer season being unusually brisk.

Coin machine mechanics are a scarce item in these parts and a good live-wire serviceman can almost write his own salary figure. According to one arcade manager the mechanic problem is the most outstanding at this time.

Ernest Walker, well known coinman of this area, is planning to open on Main street, Ft. Worth, a combination coin-operated merchandise store and arcade. Walker says he will install both merchandise venders and all types of amusement devices. He plans to have the place operating in September.

Operator Bob Cowan, has moved into his beautiful new home which he recently pur-

chased. Bob is one of Texas' pioneer operators, having had music operating experience from away back when the first coin operated phonos showed up. He also operates one of the "BETTY" systems in Ft. Worth.

Mrs. Johnny Wilson, Sr., former head of the Ft. Worth Novelty Co., extensive operators of music in the Ft. Worth area, has sold the entire business of her firm and has retired from the operating game. The Ft. Worth Novelty Co. was one of the pioneer operating organizations of the south, having been organized some twenty-five years ago by the late Johnny Wilson.

A number of the boys on coin machine row, Ft. Worth, have been called into the service and more are scheduled to go soon. More than a dozen well known coinmen are now working at war plants in and near Ft. Worth and Dallas. The wives of some of these men are keeping the coin machines going.

Miss Helen Ewing, leading lady merchandise machine operator of Ft. Worth, reports top business from all merchandise units now under her supervision. She handles an extensive route of various merchandise venders.

Johnson Likes Texas

LOS ANGELES—In a letter to THE REVIEW in mid-August Jimmie Johnson, former head of Western Products, Inc., amusement machine manufacturers in Chicago, stated that Texas is the place to be. Said Jimmie: "Believe me Texas is the place to loaf and enjoy life itself. Of course there is no night life here as you know. You can buy all the whiskey you want but not a drink for they don't allow cocktails or any mixed drinks and all the bars can serve is beer. That naturally limits one's activity in one sense but you and your friends get together at each others homes and really have some swell times. Then too, the hunting is great and that is what appeals to me—a long hunting season and plenty to hunt.

"As yet I don't know what I will do after the war but unless something awfully good comes up I am going to live my remaining days here in good old Texas—but like a woman, I can change my mind easy."

To which the operators, jobbers and distributors add "Please do" for Jimmy certainly made some of the finest money makers in the good old days.

* * *

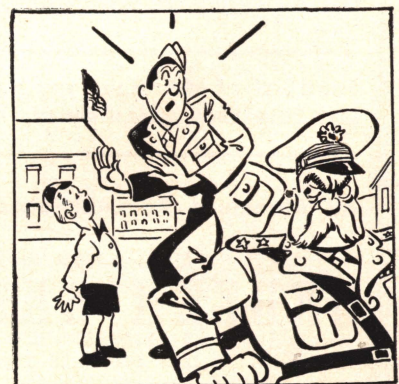
"Halt! Who goes there?"

"American."

"Advance and recite the second verse of The Star Spangled Banner."

"I don't know it."

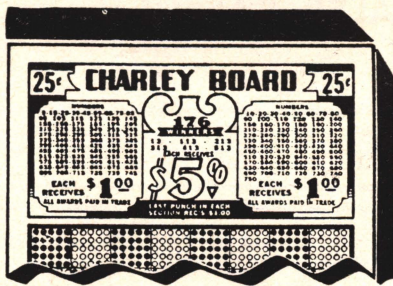
"Proceed, American."



Daddy, I wanna see the Old Walrus that's been kicking you around!

SALESBOARDS

10%--Discount on Orders Over \$100--10%



Superior Products Best Sellers

25c-Charley Board-25c

1000 Hole Thick. Def. Profit 50.00. Feature Original Protected Charley Board Tickets.

\$2.50 EACH

NAME	HOLES	MAXIMUM PROFIT	NET PRICE
2c CIGARETTE BOARD	1000	\$12.00	\$1.50
5c Get Lucky	400 Thick	11.73	2.50
J-5c BOMMITY-BOOM	1000 Extra Thick	23.00	3.80
J-5c Hotel Bedlam	800 Extra Thick	21.00	3.70
5c ON THE FENCE	864 Thick	31.90	3.80
J-5c King of Bells	1000 Extra Thick	27.60	4.40
5c LUCKY PUNCH	1000 Thick	23.05	3.35
J-5c Big Liberty	1000 Extra Thick	27.12	4.30
5c BIG CATCH	1000 Thick	30.00	3.40
5c Saddle Up	1000 Thick	25.95	3.80
5c RIDING THE RAILS	1000 Thick	26.80	3.70
5c We'll Winit	1000 Thick	28.20	4.20
J-5c GOOD PICKINS	1000 Thick	25.95	4.10
5c Sugar and Spice	1050 Thick	32.00	4.50
5c EASY MONEY	1500	31.50	4.20
J-5c Come Right Up	1050 Extra Thick	30.10	4.50
J-5c SWEET SUE	1080 Thick	26.40	3.95
5c Rough Riders	1080 Thick	30.90	4.40
5c TRADING POST	1200 Extra Thick	27.92	4.20
5c Gobs of Dough	1200 Extra Thick	34.75	4.50
5c MAKE ROOM	1200 Thick	24.00	4.20
5c Little Slugger	1200 Extra Thick	34.40	4.40
5c EYES OF THE FLEET	1248 Extra Thick	34.40	4.50
5c Take-It-Easy	1500	27.50	4.20
5c NET RESULTS	1260 Extra Thick	36.95	4.90
5c Deal Me In	1280 Extra Thick	36.75	4.60
5c NOT BAD	1280 Extra Thick	40.25	4.80
5c Flowing Gold	1280 Thick	34.86	4.40
5c CAUGHT IN THE DRAFT	1280 Thick	33.80	4.40
5c Side Pocket	1280 Extra Thick	37.25	4.60
5c SILVER VENDOR	1600 Thick	38.20	4.50
5c Easy To Get	1650 Thick	39.35	4.20
5c T FORMATION	1664 Extra Thick	48.95	5.50
5c Big Barn Dance	1680 Thick	49.60	5.50
5c GOLD PRINCE	2400 Thick	54.20	5.75
5c La Conga	1664 Extra Thick	44.00	5.75
5c WHAT'S STEWING	840 Extra Thick	25.00	3.50
5c Forward Pass	1280 Thick	38.00	4.60
5c SURE WINNER	1000 Thick	24.50	3.95
5c Pennant Winner	1680 Thick	44.00	5.60
J-10c IT AIN'T HAY	440 Extra Thick	23.00	3.50
10c Little Deuce	480 Extra Thick	20.00	2.25
J-10c BEST OF ALL	600 Extra Thick	33.88	4.20
J-10c Little Ben	1050 Extra Thick	41.00	4.60
J-10c LUCKY DIMER	600 Thick	31.00	4.10
J-25c Fat Pickens	600 Extra Thick	32.00	3.90
J-25c SWIFT ACTION	120 Extra Thick	22.00	2.80
J-25c Quick Jack	210 Extra Thick	33.50	2.90
J-25c BIG LEADER	300 Extra Thick	34.96	3.70
J-25c Little Marvel	400 Extra Thick	35.55	3.60
25c V NOTE	484 Extra Thick	41.00	3.10
J-25c Play To Win	500 Extra Thick	49.20	3.90
J-25c THE QUETER	600 Extra Thick	54.50	4.70
J-25c Quarter Jumbo	600 Extra Thick	68.00	4.90
J-25c Q. T.	600 Extra Thick	68.00	4.90
J-25c Extra Payoff	640 Extra Thick	54.20	5.00
25c FAST PLAY	1000 Extra Thick	98.00	5.90
25c Lotta Charley (JKPT)	1000 Thick	57.03	3.70
25c JACKPOT CHARLEY	1000 Extra Thick	56.99	3.70
J-25c Big Ben	1050 Extra Thick	105.00	4.80
25c FIESTA	1650 Extra Thick	140.00	7.20
25c Cocoanuts	1664 Extra Thick	140.00	7.20

**"J"—Jumbo Hole Board. Terms: One-third Deposit, Balance C.O.D.

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COIN
MACHINE
REVIEW

12
FOR
SEPTEMBER
1943



★ From Our Boys In The Service ★

Dear Mr. Blackford:

Though it took some time for me to become re-accustomed after my furlough to the regular Army routine, especially getting up at 0530, I managed to do that task in about two weeks. Forgetting about the thrills, the pleasures and dates of Philly proved much more difficult, however. I still feel an occasional thrill when something happens or I see something which reminds me of those grand ten days. Somehow, they seem much more pleasant now than when I first returned. But that is probably because, like wine, memories improve with age.

There really is so little of any novelty or newness that I can tell, this letter will have to be extremely short. Maybe it is my imagination but the "chow" has improved greatly. However, eggs still comprise the greatest part of the breakfast menu, much to my disgust. I'd much rather have the chicken than the egg and would even be glad to let the darn thing hatch under my pillow in a fashion similar to that used by one of De Maupassant's characters.

After a week of comparative social inactivity I began making regular visits to the nearby town and also to some Servicemen dances in the area. A number of WACs have recently improved the scenery somewhat and so made the evening a bit more pleasant for some fellows than previously. I still feel an attraction toward a dress or skirt though probably the WACs have suffered no loss because of that. The boys have established very friendly relations with the "soldiers" and we even had part of a Battery of WACs at one of our group parties.

The reason for the party was to present our Top Sergeant with a gift marking his 30th anniversary as a soldier in Uncle Sammy's services. He is a swell egg, short, stocky, extremely pleasant and even friendly—for a sergeant.

The Regimental Commanding Officer made a very nice address in honoring us by making the presentation and everybody was thoroughly happy except the Sergeant, who was extremely uncomfortable, self-conscious and a little tongue-tied in making the proper response to the eulogies and commendations.

Of course it rained in the middle of the party, which was planned as an outdoors

affair but wound up in our mess hall. Rain always visits parties in this area. The WAC officers who escorted the girls to the affair seemed to make some nice contacts themselves, and with plenty of reason, for the WAC boards did very well in choosing officer candidate material insofar as good looks goes. The officers, who had agreed to only infrequently visit the gathering, had a party of their own in the midst of ours when the grape-vine reports about the

WAC looies was passed around. The boys didn't mind, however, because most were occupied by their own little problems. I learned, to my disappointment, that a WAC non-com can be tough as a soldier when issuing orders. So I'll probably stick to civilians. I don't care for several days of KP as an aftermath of a date.

During the past week another chaplain was assigned to us. He is a Jewish Chaplain and held Friday services in the PX where about 10 boys attended. In typical army fashion the services were brief but somehow he created an aura, an atmosphere fitted for religious matters. His brief sermon was centered on "A Serviceman's Faith" and left all of us with a more complete understanding of what we should believe and believe in. The chaplain proved a friendly fellow, easy to get along with and affable in his gathering following the services. In fact, most fellows agreed that even a soldier benefits from some religious and infinite-following contacts.

Pvt. Harry Bortnick

COIN
MACHINE
REVIEW

13

FOR
SEPTEMBER
1943

Effective September 1, 1943

the corporate name of Mills

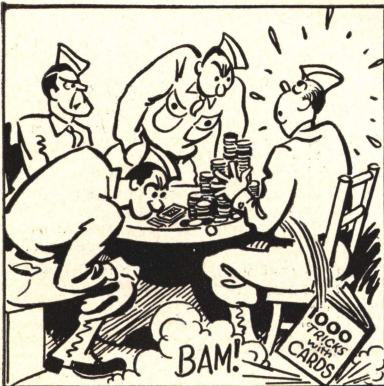
Novelty Company will be

changed to

**MILLS INDUSTRIES,
INCORPORATED**

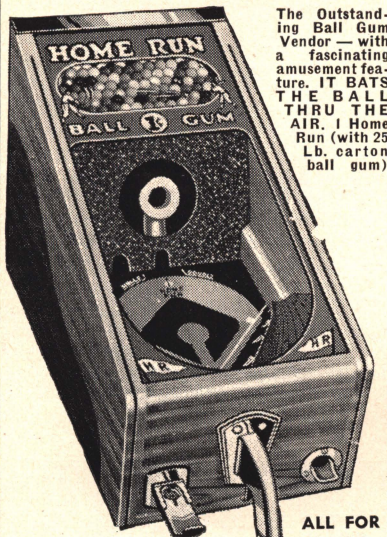
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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

HOME RUN



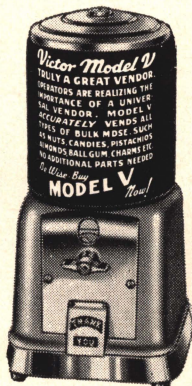
The Outstanding Ball Gum Vendor — with a fascinating amusement feature. IT BATS THE BALL THRU THE AIR. Home Run (with 25 lb. carton ball gum)

Size 11" x 21" x 15" **\$24.50**

VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise — or 1000 to 1200 balls of gum. Standard Finish Model V only, \$8.50 Each.

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Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish Topper only . . . \$7.95 Each. (Porcelain Finish \$1.00 additional.)

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RELIABLE NUT CO.

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LOS ANGELES, CAL.

CAMP HUMOR

(EDITOR'S NOTE — So popular was the feature on World War Number Two Camp Humor in the July issue, we have decided to offer a few additional columns of typical Army Camp Humor of the present conflict.)

The soldiers were waiting imminent transfer to the fighting front. In the dusk one of the soldiers called out to a passing khaki clad figure: "Hey, buddy, got a match?" A light was forthcoming and as he started to thank him for it, the private was horrified to see the man was a three star general.

"I beg your pardon, sir," he said, saluting smartly. "I didn't know you were a general it's so dark I—"

"That's all right son," replied the general. "Just thank God I wasn't a second lieutenant."

GI: "Let's walk in the park."

She: "No . . . I'm afraid if I do you'll . . ."

GI: "No, honestly I won't."

She: "Oh, well, what's the use then?"

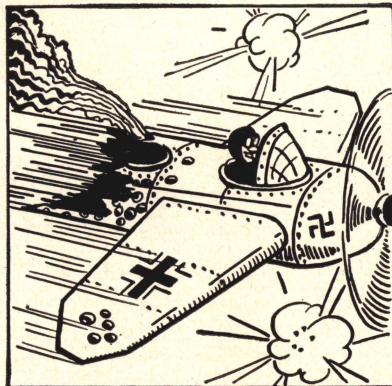
Lecturer: "Professor Potts was a great man. At his death three towns were named for him: Pottsville, Potsdam and Chambersburg."

Definitions: An optimist is a man who thinks his wife has quit cigarettes when he finds cigar butts around the house.

A shoulder strap is a piece of ribbon so placed as to prevent an attraction from becoming a sensation.

Women can be divided into three classes: prizes, surprises and—consolation prizes.

A newly married doctor took his wife walking when a pretty girl smiled and



Ach! Dose Yankees can't hit a thing, can dey, Herr Captain?

bowed to him. The wife, scenting an earlier love affair, asked:

"Who is the lady, dear?"

"Oh, just a girl I met professionally."

"No doubt," meowed the wife, "but whose profession—yours or hers?"

Sailor (writing a letter): "Hey, Joe, take yer shirt off. I want to see how yer spell Matilda."

Chivalry is a man's inclination to defend a woman against every man—but himself.

She had a figure like an hour glass and she made every minute count. As she came out of the restaurant a GI walked up to her and said: "Hello, sweetheart. How about a little lovin'?"

"Are you," she inquired sternly, "in the habit of saying that to strange women?"

"Yes," he replied.

"I'll bet you get a lot of slaps in the face."

"I do," he commented. "But you'd be surprised how much lovin' I get, too."

At figures I was never dumber

Than when I'm asked for my serial number.

Once upon a time there were seven brothers. The first one was a lawyer and the second one didn't know anything either. The third was a politician and the fourth was a crook, too. The fifth was a banker and the sixth occupied the cell next to him. And the seventh was a bachelor like his father.

The private was writing a letter to his mother. "The food in this camp is absolute poison," he complained, adding, "and such small portions."

Fritzie wrote to his mother from the Russian front: "Dear Mutter—it is very cold here. Even colder than the Fuehrer said. Thank you for those warm boots you sent me. They tasted delicious."

The governor had gone to the state insane asylum to look over the work done by the new superintendent. While there he had difficulty in getting a telephone connection.

Exasperated, he shouted to the operator: "Look here, girl. Do you know who I am?"

"No," came the calm reply, "but I know where you are."

She: "I think dancing has made my feet larger."

He: "Oh yeah?"

She: "Just look at my shoulders—their development comes from swimming."

He: "Great! And—ahem—I suppose you ride a lot too."

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NEEDED IMMEDIATELY
TOP PRICES PAID

Late Slots, 25c, 50c & \$1.00
Late Bally One-Ball
Machines
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FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED

PACE & WATLING
2 5c Pace Cometto, D. F.
2 5c Slug Ej., Late
5 5c Double Jack Pot
2 5c Rola Tops
1 25c Rola Top
1 5c Blue Seal

MILLS

1 50c Original Chrome
1 5c Emerald Chrome, H. L.
6 5c Original Chrome
4 10c Bonus, Like New
3 25c Bonus, Like New
7 5c Front Venders, D.J.

1 10c Copper Chrome
1 5c Bonus
5 5c Brown Fronts
1 10c Brown Fronts
1 5c Cherry Bell
5 5c Blue Fronts
1 10c Blue Front
1 10c Roman Head
2 5c Roman Heads
3 5c War Eagles
1 5c Dial
5 5c V. P.
3 5c Lion Heads
2 5c Melon Bell

500 other machines not listed
Write for Prices.

FOR SALE

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4 5c Side Venders
1 1c Double J. P.
1 1c Skyscraper
5 5c Rockola Fronts
3 5c Arrow

JENNINGS

3 50c Chiefs
2 5c Chiefs
1 5c Silver Moon
2 1c 3 Jack Duke
1 Triplex, 5-10-25c
2 5c Duchess

STEWART NOVELTY COMPANY

133 East Second South

(Phone 3-5055)

Salt Lake City, Utah

Mills Industries At War

By James T. Mangan
Director of Advertising and War Promotions

(EDITOR'S NOTE: Just what are the plants of the Coin Machine Industry doing in behalf of the war effort? In this exclusive article by James T. Mangan we present a discussion of the part Mills Industries, Inc., is playing in this great endeavor.)

TO the civilian outsider a war factory is sacred, mysterious. Sacred, because within its precincts are made the implements which nobly persuade our enemies to unconditional surrender; mysterious, because if you've never been inside one, you just can't imagine what it's like. Perhaps this typographic monologue of mine may make our factory a little more sacred, a little less mysterious.

I said "factory"—but Mills Industries has three factories, very much different on the outside, very much alike on the inside. The outside is quite like it used to be except for the fences, the armed guards and the interceptor shanties. The inside is different in one way and not so different in another.

Since factories were first conceived and built, they have been made up of people, wheels, motors, gears, and rhythmic and recurring noises. So are war factories. But the old time products were familiar, friendly, and digestible to the eye; now the products are strange, cold, complicated, precious and remote. Everything the war factory makes is as rare and valuable as radium, and as awe-inspiring as the potential death it harbors.

We make projectiles for the Army and Navy, tank equipment, aircraft and airplane parts, signal and communication equipment, photographic and instruction equipment. War material is all we make and all the ability and human and mechanical resources of our three plants are given over to making it. The details of it all are a secret; some of the products being a great deal more secret than others; and only a mere handful of men out of a total of two thousand workers are permitted to visit all sections of every factory.

The people are all ages. Emil Krinsky just celebrated his seventy-eighth birth-

day; Jane Greenwood her sixty-sixth; and swarms of *béauteous* eighteen-year-old "Rosie, the Riveters" make war production life a little more bearable with their slim-waisted figures, their willing and eager energies and aptitudes for learning the operation of machines and the assembly of complicated parts and mechanisms. Old and young, men, women and girls, entered into war work with full spirit and simple patriotism; and none of this rich and genuine love of country has been spoiled by

the dullness, the tiresomeness of the terrible and endless quantities of war production. All of these people have sons, husbands, brothers and loved ones in the war; and after ten hours of the most enervating and wearying work, they go home and write one or more daily letters to some fighter in camp or at the front. They are the great, unsophisticated, uncritical American public; they serve and cooperate with their nation instinctively; they will bear up under their roles forever, if need be, without complaint or request for relief.

This, then, is our factory, factories; a great, warm, strong, solid mass of working Americans; the machines, and their lethal products we can forget for the moment, but we can never forget or get away from this great combined unit of war work-

—TURN PAGE

SIGN THIS  **SEND WITH ORDER**

CONSUMER'S CERTIFICATE

I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

Date

Signature

HARD-TO-FIND RADIO TUBES

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4	\$1.65	6A8	\$1.35	6N7GT	\$1.65	7B5	\$1.35	37	\$.90
1B5/255	1.35	6B5	2.00	6Q7	1.35	7B6	1.35	38	1.15
1H4G	1.05	6B8	2.00	6Q7G	.90	7F7	1.65	41	.90
1H5G	1.35	6B8G	1.35	6R7G	1.15	12SK7GT	1.10	42	.90
2A3	2.00	6C5G	1.05	6SC7	1.35	12SQ7GT	1.10	43	1.10
1Q5GT	1.65	6C6	1.05	6SF5GT	1.00	24A	.90	45	.85
2051	2.60	6D6	1.00	6SJ7GT	1.15	25L6GT	1.15	47	1.15
5U4G	1.05	6F5G	1.15	6SK7	1.05	25Z5	1.10	56	.85
5V4G	1.65	6F6G	.95	6SQ7G7	1.15	26	.75	57	.95
5W4G	1.05	6F8G	1.35	6SR7	1.05	27	.70	58	.95
5Y3G	.75	6H6GT	1.15	6V6G	1.35	30	1.05	75	.90
5Y4G	.80	6J5	.95	6V6GT	1.15	31	1.05	76	.95
5Z3	1.15	6J7	1.35	6X5GT	1.05	32	1.35	77	.95
6A4	1.65	6J7G	1.15	6Z4/84	1.10	35Z5GT	.85	78	.90
6A6	1.65	6K7G	1.15					79	1.65
6A7	1.00	6K8GT	1.35					80	.75
		6L6G	2.00					83	1.35
		6L7	1.65						

LOCKTAL SOCKETS FOR CHANGE-OVER, #7F7 to #6SC7	15c
Toggle Switch Assembly	\$2.50
Seeburg Gun Shoulder Lens	1.00
Muzzle Lens Assembly	1.75
Rubber Gun Cables—8 Ft. Lengths	2.75

PHOTO ELECTRIC CELLS (#CE-23).....each **\$2.50**
(Can be used on "CHICKEN SAMS," "JAPS," "CHUTES,"
"RAPID FIRES" and other Ray Guns)

PHOTO ELECTRIC CELLS FOR BALLY "DEFENDER" RAY
GUNS—Best Quality—Perfect Cells (#CE-20), each..... **\$2.95**

BLACK-COATED GUN CABLES (5 Wire) 8 FOOT LENGTHS
—Each Wire Rubber Covered. Very Fine Gun Cable.
SPECIAL \$1.90 Each.

Chicago Novelty Company, Inc.
1348 Newport Avenue Chicago, Ill.

WANT TO BUY

DAMAGED MACHINES

BLUE FRONTS
GRAY FRONTS
or later models.

— ALSO —
VEST POCKETS

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SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief.



No. 450 Complete, Still Only\$7.50

CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

No. 1100—NEW SERVICE KIT\$9.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 Extra Assorted Genuine Phosphor Bronze Leaves. Value \$4.00, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

BLOCK MARBLE CO.

1527 FAIRMOUNT AVE.
PHILADELPHIA, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

ers, who are like a mighty war horse, strong beyond imagination, but patient and obedient to their country's demands.

It is the people, and the people only, who make the war factory different from the pre-war or civilian factory; the people and their spirit.

The Mills organization has been publicized all over Chicago and the whole United States in a degree much higher than hundreds of factories many times as large as ours. The newspapers come to us for stories, photographers come to us for pictures; we let them see and meet the people right on the production line, and out of the meeting the grandest war spirit you ever saw rears its head and is captured in print.

One of our war workers received the famous *Chicago Tribune* award for inventing a machine that puts the copper band on anti-aircraft shells five times faster than any machine ever did it before. Another of our workers figured a way to save 54 out of 56 barrels of expensive oil every day on a row of cutting machines. Scores of others have introduced shortcuts, speedup inventions and methods for increasing war production and saving critical materials. They did it out of sheer spirit, and out of understanding that speed, invention and resourcefulness are the essentials of American victory.

The first Treasury Minute Man Flag to be awarded to any firm in Chicago (the third in the entire nation) was presented to Mills Industries. We had quickly earned it; when the government asked for time to manufacture it for us and for others, we offered to make it ourselves; the government said "great idea" and established a new method for allotting this flag. We were one of the first firms to earn the 10 percent Treasury Flag, all of our employees raising their payroll deductions for bonds to a mark over 10 percent within two weeks after being asked. Fred Mills and Ralph Mills received personal citations from the United States Treasury for their coopera-

tion. Chicago had the biggest parade in its history; it lasted fourteen hours and boasted fifteen hundred elaborate floats; but the most elaborate float of all was Mills, and it led the whole parade in number one position. It was entirely decorated by the hands of our own employees.

Ann Marsters, feature writer of the *Chicago Herald-American*, wanted to go to work in a war factory to see how women war workers carried on. The first factory she worked in was Mills. A Mills girl war worker reached the finals in this paper's famous "Miss Victory" contest; and when the same paper sent ten girl war workers to Hollywood, a Mills girl was the first one chosen.

There has always been a saying at Mills: "No Mills drive ever failed." Certainly no Mills war bond drive could ever fail—with spirit like this behind it! Our girl workers have one of the most active WOW (Women Ordnance Workers) posts in the country. The Chicago Servicemen Center asked them for cakes; they solicited the other employees and brought in 750 scrumptious and mouth-watering cakes in a single day; they were asked for Books for the Yanks and they gathered up 2500 books; the Red Cross appointed them to solicit blood donors and they brought in over 500 pints—two full barrels—of rich, warm, and real American blood. The War Fund Drives, the Red Cross Drives for money invariably multiply the records of preceding years; and over a hundred special and intimate farewell parties have been arranged for members of our organization going into the Armed Services. Our Company Service Flag has 313 blue stars—no gold as yet, thank God! And we are in constant touch with most of these men in service.

The Armed Forces in general have heard of this miraculous war spirit and have visited Mills in person; Barney Ross, hero of Guadalcanal; Claire Hume, killer of 69 japs in a single night; Lt. Bob Halperin, winner of the Navy Cross, first American to capture two prisoners in African invasion; Chief Wood, first American invader of African territory; Dutch Meyer, last Red Cross member out over the Burma Road; Lt.-General Knudsen; Brigadier-General Armstrong; Rear Admiral Evers; and scores of famous and high ranking officers.

It is an axiom of war production that the spirit of the worker is invariably the spirit of their leaders, and undoubtedly the affection of all our workers for Fred, Ralph, Herb and Hayden Mills explains in a large way the remarkable war spirit found here. The Mills brothers mix with their employ-

COIN
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16

FOR
SEPTEMBER
1943

NEED PLASTICS? —READ THIS!

"Rush me, as soon as possible, 30 pieces of Plastic Lower Sides for 950's. Many machines are tied up with broken corners, and one local operator is being sued by a party who was cut by broken plastic."

Noel Charles Wicker,
New Orleans, La.

PLASTIC REPLACEMENT PARTS FOR YOUR PHONOGRAPHS!

We have on hand a small stock of ORIGINAL plastic replacement parts for Wurlitzer phonographs.

	Ea.
Model 71 Top Corners	\$ 3.50
" 71 Bottom Corners	4.50
" 500 Grille Plastics	3.50
" 700 Top Corners	9.35
" 700 Red Top Plastics (above front door)	2.00
" 700 Upper Back Sides (green)	5.50
" 700 Lower Sides	10.35
" 800 Top Corners	14.50
" 800 Lower Sides	15.00
" 800 Top Center Plastics (onyx)	4.00
" 800 Upper Back Sides (green)	6.50
" 800 Top Red Plastics (above front door)	8.50
" 800 Grille Plastics (bubble part)	4.00
" 850 Direct Top Center (red)	14.50
" 950 Lower Side Plastics	15.00
" 750 Top Center Plastics (red)	5.50

We mold the following UNBREAKABLE replacement plastics and now have them available for:

	Ea.
Wurlitzer Model 61 Top Corners	\$ 4.25
" " 600 Top Corners	4.25
" " 500 Top Corners	6.75
" " 750 Top Corners	17.50
" " 750 Bottom Corners	17.50
" " 850 Top Corners	19.50
" " 850 Bottom Corners	17.50

ROCKOLA MODELS—Standard, Master, Super; Top Corners (red or yellow)\$17.50 Ea.

We have the following SHEET PLASTIC available. (size of sheet approximately 20"x 50"—1000 square inches):

40 Gauge Yellow Plastic (thickness of a new dime), 2c Per Sq. In.
60 Gauge Red Plastic (thickness of a new half dollar), 3c Per Sq. In.
80 Gauge Red or Yellow (thickness of a new silver dollar), 4c Per Sq. In.

We cut sheet plastic to desired size. 10% discount on complete sheets.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT.

WE MAY HAVE IT IN STOCK

TERMS: 1/3 Deposit with Order—Balance C. O. D.—F. O. B. New York. No Orders Taken Without Deposit—Checks Acceptable.

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Acme Sales Co., N. Y. 19, N. Y.

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ees on equal terms; work with them, and join them in their recreation; and understand the need for furnishing the most scientific aids for fighting fatigue on the job. Recreational movies are shown regularly; and music is played every hour in all three plants over the largest and most comprehensive war factory music system in Chicago. Music must be in the Mills blood, for on September 5th twelve Mills workers composed an entire sixty-minute radio program, the famous Sachs Amateur Hour; and Mills was one of the first American war organizations to be heard on this individual program.

From all this you may deduce that war work is very interesting work, something doing every minute, and wouldn't miss it for the world. Well, it isn't so; war work is dull, war work is hard and tedious, and a war factory would indeed be an awful place if *there were no spirit there*. At Mills, we're proud to have it and we intend to keep it!

If this description of a war factory hasn't given you a mental picture that's clearer than the one you had before you started reading, then there's only one more thing left to do. Some week when the trains aren't crowded and you have a serious and essential reason for being in our vicinity, drop in and see us in person. The name has been changed from Mills Novelty to Mills Industries, but the old bunch is still here and the greeting you'll get will be hearty and genuine. We can't promise to take you into our factories; but we can sit down together in the office, and talk about your friends and ours, about past good times and post-war days, and in case you are a bit too impatient to get this war ended too soon, we know the visit will improve your war morale, give you strength and faith for one conclusive and permanent victory and peace.

Wins August Contest

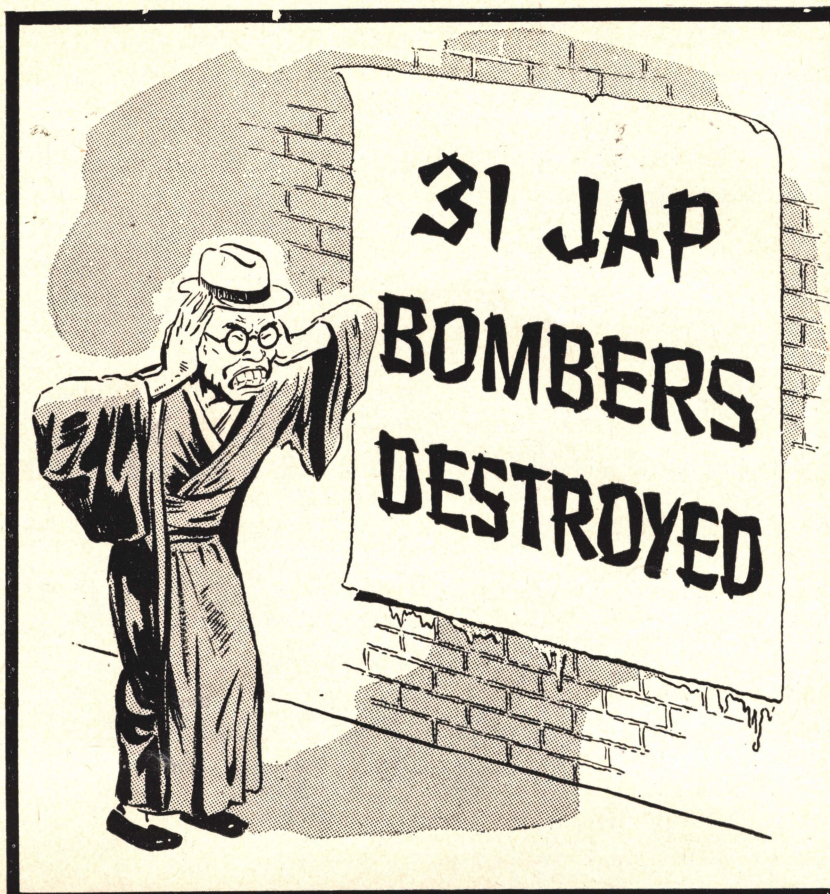
HOLLYWOOD—The Recuperator Long Life Battery sales contest for August was won by Guy S. Whitaker of Toronto, Canada, according to Alpha Distributing Co., national distributors for the United States and Canada.

Alpha extends thanks to the hundreds who have purchased thousands of Recuperator services through the advertising program which has appeared in THE REVIEW. Every service goes out fully insured by one of the world's largest insurance companies and is sold on a bona fide money-back guarantee. No claims have been filed and to date no operator has requested a refund.

The largest buyers of Recuperator, according to Alpha, are large fleet owners and the operators of America certainly make up one of the largest fleets in the country.



One thing hasn't changed since the last war, buddy, three kings beat three deuces!

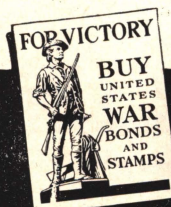


Bally HELPED DO THE JOB

Speaking to Bally* workers recently, a veteran of Guadalcanal described the total destruction of 31 Jap bombers. Bally* workers grinned with pride when the speaker ended his talk by saying: *"The destruction of these 31 bombers was helped by a product which you manufacture here in this factory. Without this product, our planes could not have coped with the Japs."*

Bally* engineers and workers are proving daily that their skill—developed in peace-time production of coin-operated games and venders—is a valuable asset to America in time of war. And Bally's* performance in war production is a forecast of Bally's* performance in the victorious future.

*War products manufactured by Bally organization are contracts in the name of Lion Mfg. Corporation, of which Bally Mfg. Company is a division.



BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

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17

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For SKEE ALLEY and PLAYBALLS . . . X-RAY POKER and POKERINO

WOODEN BALLS

For 14 Ft. Skee Alley 3 1/8—10, \$5.50; 100.....\$52.00

For 9 Ft. Skee Alley 2 3/4—10, 5.50; 100..... 52.00

For PLAY BALLS and ROLL IN THE BARREL

10, \$4.50; 100.....\$38.50

For X-RAY and POKERINOS, Each 40c; 100..... 38.50

GENUINE A.B.T. PELLETS FOR GUNS

100,000 — \$2.50 Per 1,000 50,000 — \$2.75 Per 1,000

25,000 — \$3.00 Per 1,000

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CIGARETTE COMMUNIQUE

by

GEORGE CLEVELAND

How To Build a Money Sorter

COIN
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18

FOR
SEPTEMBER
1943

(In compliance with requests received from all parts of the country on how to build a Money Sorter, I am turning over this month's column to W. F. H. Radeline and his discussion on how to construct one similar to the Sorter mentioned in our July column. —G. C.)

The actual building of the homemade money sorter is a very simple and easy matter for the average operator who is handy with a few simple tools, but telling him how to do it in such a manner as to paint a clear understandable word picture is another matter, but here goes:

Precise measurements are not necessary so I will not give any except when I have to in order to clarify my description and even these can be changed in order to meet the needs of the individual operator.

The main portion of the sorter consists of the wooden framework or cabinet as I call it and for this I recommend half-inch white pine, which is easy to work with. The overall size should be about 36 inches high by 36 inches long and 15 inches wide. The two ends and the back are solid and are erected first. Then a solid shelf is set in about 6 inches from the floor. This is to hold the money boxes which will catch the sorted coins and also help give stability to the cabinet.

Next the front piece is put on and extends across the entire front flush with the tops of the two end pieces and extends 14 inches down the front of the cabinet.

Now the money troughs or catchers are set in and can be either canvas, heavy cloth, or light sheet metal. I recommend the latter. An old tin sign can be cut up

to fit and works admirably. The only drawback of using metal is that the dropping of the coins on it will make quite a noise while canvas is practically noiseless. The ten cent trough is the largest and should extend from three-fourths to four-fifths of the distance from the right side of the sorter toward the left. The five cent trough occupies the remaining one-quarter or one-fifth of the left side. These troughs are shaped in a sort of a funnel covering the entire inside of the cabinet and converging in small outlets just above the money boxes. the tops of the funnels or troughs can be fastened under the front piece and along the ends and back of the cabinet parallel with the bottom line of the front piece. Care should be taken that enough slope or slant is given the troughs so that coins dropping in them will easily slide down them and not remain lying in them.

NOW the hardest and the main portion of the sorter is made. This consists of a sheet of perforated sheet metal formed into the shape of a cylinder and welded together. It should be perforated all over and the holes should be just slightly smaller than a nickel. The diameter of the tube or

cylinder should be about 10 to 12 inches, and the length about 4 inches shorter than the inside length of the cabinet. Now an axis is fastened in this, JUST SLIGHTLY OFF CENTER. This is one of the two secrets that make the sorter work as it helps to shake up the coins and helps separate them. This axis consists of a metal rod or shaft long enough to extend the entire distance from end to end of the cabinet and pass through two holes drilled into the ends of the cabinet with enough length left at the right end to either bend the shaft into the form of a handle and crank or to attach one to it.

Now the SECOND SECRET THAT MAKES THE SORTER WORK is to have the right end of the shaft just higher enough than the left end to make the nickels slide down the inside of the perforated cylinder, but not too high so that the dimes will pass by the perforations instead of through them. The perforated cylinder is attached to the shaft with long machine screws and metal separators which are slipped over the screws between the shaft and the cylinder to hold the cylinder in its proper distance from the shaft. Care must be taken to allow about 1 inch between the left end of the cylinder and the inside of the cabinet in order that the nickels will be able to fall out of the end of the cylinder into the nickel trough and down into the nickel box. About three or four sets of screws and separators should be set into the shaft and cylinder to give them strength and stability, but the set nearest the right end must be set at least three inches in from the end of the cylinder in order that the feeder trough can enter the cylinder without interference. This feeder trough is next put into the sorter and is simply a metal trough which feeds the mixed coins from the top of the sorter into the cylinder. To make this, a piece of tin or sheet metal is formed into a cone shaped funnel, the narrow end is passed into the right end of the cylinder while the wide end is fastened against the inside of the right end of the cabinet. Care again must be taken that the cone will have enough slant to allow the coins to slide down into the cylinder and not remain in it. Also it must be formed around the shaft at the large end and enter the cylinder below the shaft at the narrow end. On paper this would seem like a large and complicated problem, but after going this far in the making of the sorter I feel sure that any operator can figure out this problem for himself. Of course an opening must be made at the top of this cone to allow the coins to drop into it.

The last part of the job is now to be

(See SORTER, Page 24)

MECHANIC WANTED

TOP WAGES for a TOP MAN

We are in urgent need of an A-I Mechanic capable of servicing marble tables, slots, automatic phonographs and cigarette machines. Highest wages paid. Working conditions unequalled for Yuma has one of the finest winter climates in the world. If you can qualify get in touch with us today!

LORANG & THORNTON MUSIC CO.
133 West Jones Street Yuma, Arizona

WANTED MUTOSCOPE SKY FIGHTERS

Late Models

WIRE—PHONE—WRITE

HAROLD E. MURPHY

P. O. BOX 765 PALM SPRINGS, CALIF.
Phone—Palm Springs 6031

A New Face **FOR GREATER PROFITS**

We must move these brand new cabinets to make room for war work. If not sold at once they will be moved to a bonded warehouse for the duration. Latest improvements, including wood grilles for speakers, wood coin panels and topped off with a framed picture of the beautiful telephone girl. Can be adapted to one or two-channel sets.

Simply transfer your present mechanisms to these brand new cabinets and reap all of the extra profits that go with a new machine. Limited quantity, so see these Jennings Beauties at

JEAN J. MINTHORNE
2920 West Pico Blvd.
Los Angeles 6, Calif.

H. R. MASER MUSIC CO.
1337 Mission Street
San Francisco 3, Calif.

OR WRITE US DIRECT



A few reconditioned three and fifteen-unit stations complete with turntables, power-packs and microphones. Also three-way coin chutes (will take nickel, dime and quarter), including slug rejectors and trip switch assemblies. Write us regarding your wired music repair needs.

FOR YOUR CHIEFS

Although we're working night and day for Uncle Sam, we can still furnish emergency parts and repairs. Send your Chiefs in for complete lubrication and adjustment to keep them in tip-top shape. If the cabinets are damaged or worn we can repair your mechanism and install it in a new "Victory" case. Get your repairs now while parts are still available.

O. D. JENNINGS & CO.
4309-39 W. LAKE ST. CHICAGO, ILL.

SINCE 1906
KEEP ON BUYING WAR BONDS

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19

FOR
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Prohibition? NO!

LOS ANGELES—Will history repeat itself and will a prohibition law be enacted while ten million voters are across seas defending their country? According to Colonel Robert E. Gilbreath, it can't be done. Claims he: "We have tried it and found only the loss of millions and millions of dollars of hard earned taxpayers' money in trying to enforce an unenforceable law, and billions lost in liquor tax."

Colonel Gilbreath has made a deep study of the subject and knows whereof he speaks. Continued he:

"I am going to tell you something that will make all good broad minded people rally to the call of reason, and be on their guard against the cunning shyster politician of the Anti-Saloon League who always works under a smoke screen of lies and

misrepresentation, always holding that the only cure is 'prohibition,' for the evils of drink, but never shows you the nefarious workings of the greatest curse that was ever fostered upon the peoples of this great United States.

"Do they tell us the truthful effects of 'prohibition?' Do they tell us that born of this miscarriage of law first made of the American people, the greatest law-abiding citizenry on earth, the greatest law violators of all times. Then was born the

snake, the gangster who wriggled through our law enforcement officers, both state and federal and wherever his dirty belly touched he left corrupted officials, and a government which did not take long to decompose.

"Well, this little fellow with the big mouth from the Anti-Saloon League is at it stronger than ever to put over 'prohibition,' under the guise of protection for our boys in the Army Camps, throughout the United States, from drink. Don't you believe it. It's the same old gag, put over on the boys 'Over There' as they did in 1917. Don't let them do it, stand by the High Command of our Army, men who have been trained for the care of men in these camps. You don't believe that a corrupt 'prohibition' administrator and his gang of agents can do a better job, DO YOU? NO! Then write a letter to your Congressman and U. S. Senator, and tell him so. Let him know you are wise to these political soft job hunters and money mongers of the Anti-Saloon League. Tell them to fight this war with all they have in them and don't pay any attention to the — professional politician who would legislate morals into our soldiers."

Lots of Nuts

WASHINGTON, D. C.—This year's peanut crop will be the largest in history according to reliable sources in the Capitol. It is expected that this year's harvest of peanuts will set an all-time record and will exceed a goal of 5,500,000 acres.

The War Food Administration is working towards handling such a yield and all national quotas and acreage allotments for peanuts produced in 1943 have been terminated. The Commodity Credit Corporation will be the sole purchaser of farmers' stock for the 1943 season, and will in turn assign purchases to those of record with the corporation desiring stock.

Uniform prices set for purchases are \$140 per ton for Spanish and Virginia type and \$130 for runner-up types. These prices are about 75 percent above the value of peanuts when sold to crushers for oil and meal.

Arcade Questions Up

LOS ANGELES—After a week or two of quiet on the Arcade front the Police Commission once more made the daily newspapers with a few ideas concerning the amusement spots.

Recently the Police Commission requested the City Council to adopt an amendment to the ordinance on police regulation of amusement Arcades to provide that the board may revoke Arcade permits where it is found that they are not properly conducted.

A day later John B. Kingsley, president of the Hollywood Chamber of Commerce, made strenuous protest against the licensing of an Arcade in the busiest section of Hollywood Boulevard for, contended Kingsley, "such amusement is all right for Main and East 5th Streets and the beaches but their presence on the Boulevard will destroy its prestige as a shopping district."

The Commission decided it was too late to do anything about it until the City Council acts on the amendment requested.

Want Two A-1 Coin Machine Mechanics — \$12 per day

Must know Four Bells, Three Bells, Wurlitzers, Races, Slots. Write full particulars in first letter.

WYOMING NOVELTY CO.

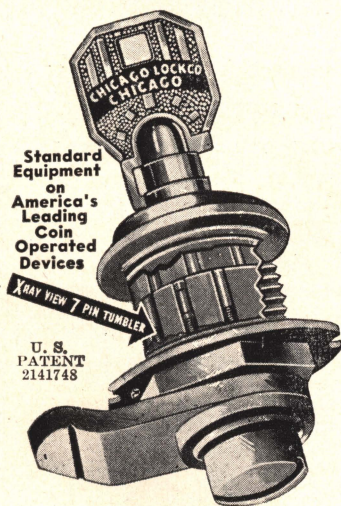
CASPER, WYOMING

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America's
Leading
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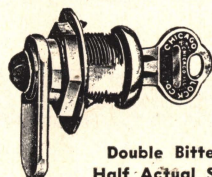
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the famous, patented

Chicago
"ACE"
Lock

Individually Registered Key Services. All locks can be keyed alike.



Double Bitted
Half Actual Size

There's a Chicago Lock for Every Need

Locks . . . for new equipment and replacements . . . Ace Locks, Single Bitted, Double Bitted Locks . . . Padlocks, too . . . and ALL insure—"UTMOST Security."

CHICAGO LOCK CO. 2024 N. RACINE AVENUE
DEPT. 99, CHICAGO, ILL.

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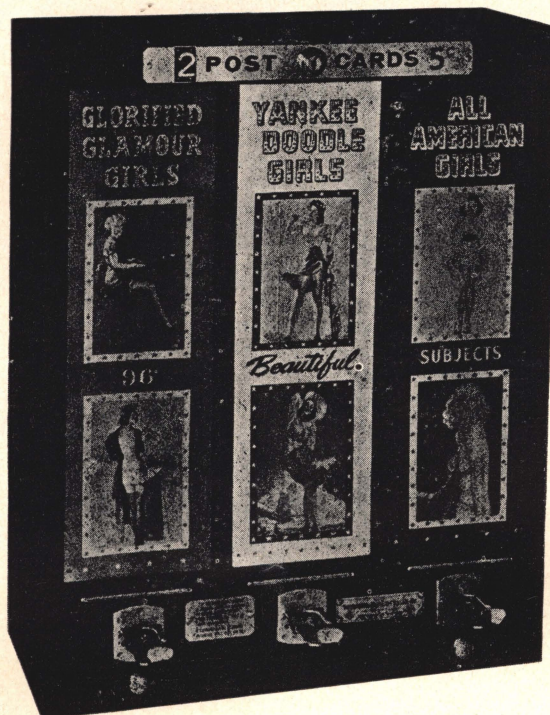
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Displays
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Key Hole Frolics
License Office—For Gentlemen
License Office—For Ladies
Looney Laffs
Love-O-Grams—For Gentlemen
Love-O-Grams—For Ladies
Modern Confucius Sayings
Movie Land Stars—For Gentlemen
Movie Land Stars—For Ladies
Naval Fables (In Color)
Radio Dance Band Leaders
Screw Ball Clubs—For Men
Screw Ball Clubs—For Ladies
Secret Code Luv Letters—For Men
Secret Code Luv Letters—For Ladies
Smoke Rings—For Men
Smoke Rings—For Ladies
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Swami Predictions
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Wedding Bells (Future Family)—For Ladies
Yankee Doodle Girls (In Full Color)
Zito Dog Cartoons



Whichever 3 sets of cards you choose to sell through this vendor, (see complete list at the left) simply insert the corresponding 3 displays in the machine as pictured above and you have one of the greatest "silent salesmen" ever produced!

ONLY A FEW LEFT



3000 CARDS FREE

**BRING IN \$75. VENDOR
COSTS ONLY \$60!**

1/3 DEPOSIT, BALANCE C.O.D.

Send for list of New and Factory Reconditioned Equipment Still Available

.... Better
Order NOW
Any Supplies
You Need:

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PREDICTION
CARDS. HORO-
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AND BLADDERS.

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only ten types left. Bet-
ter HURRY if you want
some. Write for list
TODAY!

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... Our new set of
beautiful 8-color Re-
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Girls. 64 different sub-
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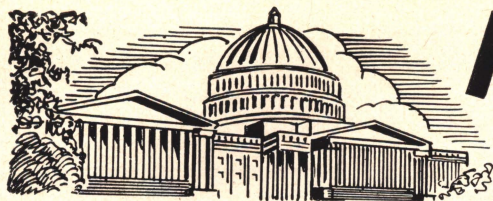
21

FOR
SEPTEMBER
1943

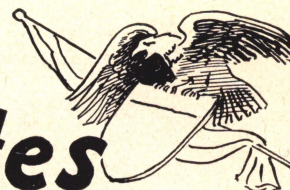
INTERNATIONAL MUTOSCOPE CORPORATION

WILLIAM RABKIN, President
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National News Notes



DETROIT—Business is booming in Detroit and especially on Photomatic machines, according to Henry Lemke of the Lemke Coin Machine Co. "Customers stand in line to get their pictures and Photomatics are our main operating line at the present time," said Lemke. "However service mechanics are very scarce and the boss himself is working both the day and night shift on service work along with crowding in the shop and office work. Photo Frames are another headache for they are very scarce too."

AUSTIN, Tex.—The state of Texas is divided into two federal collection districts known as the north and south areas. In the southern area the Government reports tax collections of \$274,450 for the 1943-44 payment period despite the fact that there has been a machine reduction of practically 50 per cent. The double tax on gaming machines is responsible for holding up the tax figure for the \$100 fee was paid on 2,031 machines.

DES MOINES, Ia.—Mayflower Distributing Co. has purchased new and larger quarters at 615 Tenth Street in the downtown business area. Irving Sandler, manager, told THE REVIEW the building would be remodeled and redecorated to suit the requirements of the organization. Sandler

hopes to move into the new spot in late September.

PHILADELPHIA, Pa.—Harry Block of the Block Marble Co., is taking more than a selfish interest in the success of the Third War Bond Drive. Harry has two boys very close to his heart in the service. First is his son, Byron, who is a first lieutenant in the Army and somewhere in Persia. Second chap is Major Bitman, a son-in-law, serving with the Army in Hawaii. Bitman is probably one of the youngest majors in the service . . . A physician in civilian life, he is only 28 years of age.

LITTLE ROCK—July was a light month for the state Revenue Department which reported a net collection of \$22,332 from the operation of coin machines in the state of Arkansas. July of a year previous showed net revenue of \$28,865. Reduction, though moderate, is likely due to the stiff federal levy. Arkansas has a model tax license for the industry and decrease shows how federal levy is reacting on local levies.

WASHINGTON, D. C.—Under the War Man-Power Commission's reclassification of occupational deferrables the Coin Machine Industry is left out in the cold and mechanics, route men, service men, operators and those connected with

the operation and maintenance of any type of coin-operated amusement and service device are non-deferrable.

NEW ORLEANS—Melvin Mallory of the Louisiana Amusement Co., has closed his Canal Street Arcade.

TALLAHASSEE, Fla.—Florida officials are thrilled with the yield under the new state three-cents-a-pack cigarette tax and the first month brought a revenue of \$712,027—far above the anticipated return. In proposing the tax Governor Holland stated the tax would produce at least \$3,500,000 annually. At the rate collected in the first month the tax return would exceed \$8,000,000 yearly.

BIRMINGHAM, Ala.—Good news for vending machine operators was contained in the report that Alabama's 1943 peanut crop represents an increase of 52 per cent over 1942 and will yield a total of 510,675,000 pounds.

DALLAS—The Commercial Music Co. announces that Harold S. Bills, former Dallas advertising executive, is now associated with the firm as a field representative.

BELLEVILLE, N. J.—Bernard Greene, brother of R. Z. Greene of the Rowe Manufacturing Co., has received the Silver Star for heroism in saving the lives

COIN
MACHINE
REVIEW

22

FOR
SEPTEMBER
1943

March, 1942, Prices On Arcade Equipment

SKILL

World Series	\$ 95.00
Bally Alley	49.50
Ten Strike	49.50
Batting Practice	110.00
Western Baseball	75.00
Skeeball	69.50
Hurdle Hop	50.00

TWO PLAY GAMES

Bally Basket	\$ 85.00
Hockey	69.50
Tennis	79.50
Bally Racer	110.00
Skill Derby	125.00
Football Soccer, 1c	120.00
Golf, 1c	100.00
Peo Basketball, 1c	75.00
Bike Race Around the World	150.00
K.O. Fighters, 5c	160.00

GUNS

Chicken Sam, Jap Conversion	\$145.00
Parachute	135.00
Bally Ball	99.50
Rapid Fire	210.00

ATHLETIC MACHINES

High Striker, 1c	\$125.00
Champion Bag, 1c	135.00
Globe Ball Grip, 1c	110.00
Grandfather Clock, 1c	125.00
Mills Punching Bag, 1c	135.00
Striking Clock, 1c	110.00
Lighthouse Grip, 1c	110.00
Mills Lifter, 1c, 3 Ft. High	40.00
Mills Lifter, 1c, 6 Ft. High	55.00
Rosenfeld 3-Way Lift, 1c	65.00

FORTUNE MACHINES

Chinese Novelty, 1c	\$ 85.00
Esmeralda Predictions, 1c	265.00
Grandmother (Automaton), 5c ..	275.00
Exhibit Love Meter, 1c	29.50
Happy Home, 1c (Giant Size) ..	60.00
Happy Home, 1c (Counter Mod.) ..	25.00
Mystic Wheel for Men or Women ..	50.00

CARD VENDER

Model D Card Vender, 1c (on Stands)	\$ 32.50
World Series Card Venders, 2c ..	29.50
Twelve Slot Horoscope, 1c	50.00
Palmistry	40.00

PICTURE MACHINES

Mills Drop Picture, 1c	\$ 35.00
Rosenfeld Drop Picture, 1c	39.50
Mutoscope Moving Picture, 1c ..	45.00

1/2 Certified Deposit With Order. Balance Sight Draft

WRITE FOR PRICES ON NEW SLOTS, PIN BALL, CONSOLES
AND ONE BALL PAYOUT EQUIPMENT

GLOBE COIN MACHINE COMPANY

411 NORTH BROAD STREET

ELIZABETH, NEW JERSEY

ELizabeth 2-6486

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

of several navy men when their ship was torpedoed in the Atlantic. Bernard is with a photographic unit making official pictures.

DETROIT—Mary Rita Crosson of the J. & J. Novelty Co., was married in early September to Cadet John Ladensack, Army Air Corps, at Montgomery Field, Maxwell, Ala.

DES MOINES, Ia.—Louis Westerman of the Westerman Music Co. is \$38.50 lighter after thugs broke into his establishment and opened the combination on the office safe and made off with the firm's petty cash. Luckily Louis had deposited the receipts of the day.

CHICAGO—The Industry was grieved on July 28th to learn of the death of Mrs. Earl Holland, wife of a district manager for the J. P. Seeburg Corp. Mrs. Holland passed away following a long illness.

DALLAS—The Main Street Arcade of Raymond Williams has passed to Jack Sprott of Temple, Texas, when Jack purchased the spot recently. Sprott has moved the equipment to Temple where he will operate it in his own Arcade.

NEW ORLEANS—Dan Cohen has rejoined the army. Cohen is the owner of the Crescent Cigarette Service and a co-partner with J. B. McNally in the Crescent City Novelty Co.

DES MOINES—Operators in this area have held several meetings for discus-

sions on establishing a youth center here as an aid in curbing juvenile delinquency. Various operators would donate phonographs, games and other recreational features.

BALTIMORE—As the result of their brother, Red, being inducted into the armed forces, the two remaining brothers of the Davis Brothers Automatic Amusement Co. are centralizing their operations and bringing in equipment from the poorer locations and those in remote spots.

PHILADELPHIA—Dave Rosen and Sid Bernstein have joined partnership in a firm to be known as Robern, Inc. Dave is one of the largest music operators in town and Bernstein has an extensive route of marble tables. Music will be the firm's long suite and quarters have been opened at 2930 Ridge Avenue.

ST. LOUIS—Mayor Kaufman has requested a tax of two cents per package on cigarettes to meet city payroll increases. Board aldermen will consider the request in the near future. Mayor believes \$750,000 would be realized from such a tax and stipulated he would ask for repeal of the tax when revenue it produced was no longer needed.

LOS ANGELES—Beverage bottlers have united in an advertising campaign to encourage the return of empty bottles. A threatened soft drink shortage is the underlying theme in the campaign.

Hawaii—Via a Cow

LOS ANGELES.—Nobody would ever think of being nursemaid to a cow to get to Honolulu, but that's the practice followed by a lot of residents of the Islands who find it necessary to visit the mainland from time to time.

Our informant is Fred Trevillian, who has a substantial operation in Santa Barbara and the Hawaiian Islands. Passenger travel to and from the Islands has been naturally restricted and Fred is in complete sympathy with the program.

However—THERE IS A WAY—if individuals find it necessary to get back and forth and that is to sign up as a cow-hand and shovel and curry on a cattle boat going to the Islands in convoy.

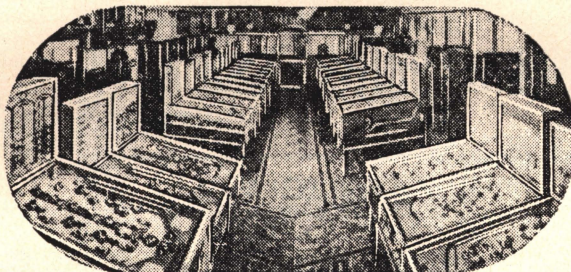
Recently a Honolulu millionaire recited his experiences here on shipping as a cow-hand. He didn't mind the shoveling, but when the lead cow in his group had a calf under his bunk window during a heavy storm—all hell broke loose.

THE REVIEW suggested Fred make his return trip to the Island on such a boat, keep notes and let us publish his experiences in THE REVIEW. It should make for good reading.

Mother—Have a good time at the party and be a good girl.

Young Daughter—Make up your mind, mother.

GOOD GAMES



GOOD BUYS

ALL MACHINES IN GOOD SHAPE RIGHT OFF LOCATION — EVERY ONE COMPLETELY CHECKED, CLEANED — AND READY TO MAKE YOU MONEY!

FIVE-BALL FREE PLAY PIN GAMES

ONE-BALLS

1 Winning Ticket	\$110.00
2 Grand Nationals, each	75.00
1 Sport Page	40.00
1 Mills 1-2-3	50.00
1 Pacemaker	90.00
9 Eureka's, each	35.00
1 Gold Cup	45.00
2 Turf Champs, each	45.00
1 Ascot Derby	29.50
1 Bally Belmont	20.00
2 Turf Champs—made over to free play with lite-up backboard, each	75.00

ARCADE EQUIPMENT

Western Baseball	\$74.50
Rock-Ola Ten Pins	34.50
Bally Alley	34.50
Goofy Golf	99.50
Exhibit Duck Ray Rifle—Aluminum pedal stand	64.50

CIGARETTE MACHINES

Resprayed—Like New!

8 U-Need-A-Pak—Model E—8 columns, 2 King Size, each	\$35.00
2 U-Need-A-Pak—Model E—4 columns, each	19.50
6 National—6-30 Model, 6 columns, each	30.00
4 DuGrenier—Model "W", 7 columns, each	60.00
2 DuGrenier—Model "H", 9 columns, each	75.00

\$14.50

3 Double Feature	2 Lucky Strike
2 Triumph	1 Chevron
2 Vacation	2 Yacht Club
1 On Deck	1 Cadillac
1 Playmate	2 Bright Spot
1 Punch	1 Nippy

\$24.50

1 Doughboy	1 Band Wagon
2 Big Show	1 Dixie
1 Formation	1 Paradise
1 All American	1 Cross Line
1 Stratoliner	1 Score-A-Line

\$59.50

2 Show Boats
1 Towers

\$19.50

3 Rotation	1 Drum Major
1 Rink	1 Jolly
1 Short Stop	1 Mr. Chips
1 Commander	1 Big Town
1 Mascot	1 Powerhouse
1 Ali Babi	1 Roxy
1 Holdover	1 Blondie
1 Speed Demon	1 Landslide
2 Gottlieb Bowling	1 Leader

\$29.50

1 Big Chief	1 Sport Parade
1 Silver Skates	1 Keen-A-Ball
1 Broadcast	1 Gold Star

MISCELLANEOUS

1 U-Need-A-Pak Gum and Life Saver Machine—9 columns	\$24.50
3 Postage Stamp Machines—Sells 4 1c or 2 2c for 5c. Mfd. by Kone Klutch, each	8.00
Tubular Coin Wrappers—5c denomination—per 1,000	.60
Elliott Tickets—for ticket machines—2 hole. Box of 20,000	5.00

TERMS: 1/3 DEPOSIT WITH ALL ORDERS, BALANCE SHIPPED C.O.D. OR SIGHT DRAFT

JERSEY SPECIALTY COMPANY

ROUTE 23, AT PASSAIC RIVER BRIDGE, SINGAC, N. J.

ALL PHONES: Little Falls 4-0784, SINGAC, N. J.



PETE HAGEDOORN, Mgr.

COIN
MACHINE
REVIEW

23
FOR
SEPTEMBER
1943

4 GREAT GAMES

STILL GOING STRONG after a solid year of play!

MIDWAY

Converted from ZOMBIE

ARIZONA

Converted from SUN BEAM

GRAND CANYON

Converted from DOUBLE PLAY

SANTA FE

Converted from WEST WIND

These games have enjoyed continuous play. In fact, their performance has broken all records. And there's a reason for such outstanding performance. It's because United hasn't tried to see how many games they can convert, but rather how well they can do each individual job.

Owners of Zombies, Sun Beams, Double Plays, and West Winds who do not wish to have them converted are urged to send us a list of quantities of each on hand, their condition and prices asked.

United MANUFACTURING COMPANY
6123 N. WESTERN AVENUE CHICAGO

SORTER

(Continued from Page 18)

undertaken and is a simple one. A top is next set into the cabinet and should be about two inches below the tops of the ends, front and back. This is to allow the bags of mixed coins to be dumped into it ready for sorting. A hole must be cut into this top just above the feeder trough near the right and in order to allow the coins to be pushed into it.

The sorter is now ready to work (we hope) and all you need to do is put your mixed nickels and dimes into the top, push them down into the hole and turn the crank.

If other than nickels and dimes are to be sorted, all you have to do is to put in more cylinders, one inside the other, with gradually smaller perforations, from the inside out and set in more catchers.

Cig. Prices Hiked

WASHINGTON—An increase of ½ to 1 cent per pack on so called "economy" brands of cigarettes was authorized September 4th by the Office of Price Administration. Increase was permitted because of increased production costs.

OPA authorized a retail selling price on economy brands of 13 cents for a single package and 12½ cents a package in sales of more than one, whether regular or king size.

Brands affected include Avalons, Beechnuts, Dominos, Marvels, Paul Jones, Sensations, Twenty Grands and Wings. They represent about ten per cent of all cigarettes sold in the United States, according to OPA. Prices of standard brands are not affected, for manufacturers have been able to absorb increased production costs through increased sales.

Sought in Theft

LOS ANGELES—Police are on the lookout for an unidentified man and woman for questioning in connection with the August 22nd abduction and robbery of Mrs. Noreen Keene, wife of A. M. Keene, prominent coin machine operator and publisher of Taft, California.

Mrs. Keene reported she lost \$11,185 in jewels, cash and an ermine coat after meeting the couple in the cocktail lounge of a downtown hotel, enjoying a few drinks which she believes must have contained knock-out drops and then regaining consciousness on the parkway lawn in the 2700 block on West 15th street.

Stolen from her person were several diamond rings, diamond earrings, a wrist watch set with diamonds and \$60 in cash. On returning to her hotel she also found her \$550 ermine coat had been stolen from her room.

Jersey in War Work

SINGAC, N. J.—The Jersey Specialty Co. has just completed a large army contract for the Medical Corps which consisted of winding over 40,000 small spools of resistance wire.

A complete work shop was set up on one side of the firm's display rooms. Three spooling machines, motors and a large frame for the wire to run through were installed.

"The work was thoroughly enjoyable," said Pete Hagedoorn, head of Jersey Specialty, "for we felt that we wanted to do something to help in the war effort in a small way and still continue our business."

* * *

"Did you hear about the two rabbits who went away in the woods and had a hare-raising experience?"

SORRY

NO MORE PHOTO TRAYS

We're completely SOLD OUT! A scant dozen or two samples are still available in our offices but our factory has no more PHOTO TRAYS until precious Shellac is again available. When orders on hand are completed we'll discontinue the manufacture of PHOTO TRAYS until shellac is again available. Current indications are that this time is not too far away.

BUT UNTIL THEN

we're mighty sorry. We know you've made money on PHOTO TRAYS and found them most unusual items—and in true faithfulness to the Industry we serve—we've held it exclusively for members of the Coin Machine Industry.

WHEN WE DO RESUME PRODUCTION

it will be with an amplified line which will startle you. We know your wants, your preferences, your desires, and this new line has been built to please your tastes—AND, what's more important, THAT OF YOUR CUSTOMER!

WATCH FOR SENSATIONAL OFFER

in October. We've salvaged some of the "cream" of the present issue of PHOTO TRAYS and we have copyright owners' permission to make a sensational offer. You can remember your friends, location owners, etc., at Christmas with something really exclusive by partaking of this grand opportunity. Watch for full details in the October REVIEW.

COIN MACHINE REVIEW

1115 Venice Blvd., Los Angeles 15, Calif.

Fitzroy 8269

SOUTHERN CALIFORNIA

LOS ANGELES.—The OPA recently tacked the Coin Machine Industry onto its order No. 429 rolling back prices on used equipment to 75 per cent of the original sales price and the first two weeks of September found jobbers and distributors in the peculiar position of not wanting to sell equipment, for in most cases the jobber had paid more than the ceiling price and to sell at the new price would mean a definite loss. Those who were making sales were making them subject to OPA rulings with the understanding refunds and rebates would be made subject to future OPA interpretations as to who is the wholesaler and the retailer.

During September Los Angeles welcomed another jobbing and distributing organization—the California Amusement Co.—who opened offices at 1348 Venice Boulevard. Firm has been active in the San Diego area for many years and the establishment of a Los Angeles office is an expansion of their activities. An Open House Celebration is planned for the later part of the month so operators may become acquainted with owner M. S. Wolf and Manager Chester Garton.

Ethel Brown, secretary for W. E. Simmons for over five years, reports that her husband, Allen, has joined the Merchant Marines. Allen was formerly with Thompson Brothers, Long Beach operators. Miss Irene Landsman, who took Mrs. Brown's position when she resigned, joined the WAC's and is now a Lieutenant stationed in Florida.

George Williams is coming South the first of October to join Aubrey Stemler at Clark Distributing Co. Williams has been serving in a sales capacity in the North.

Vic Sanders has purchased the wired music operations of Stanley Harris in San Pedro.

Ollie and Fred Trevillian, Santa Barbara, were in Los Angeles on August 31st placing substantial orders for equipment and supplies for their operations in Santa Barbara and the Hawaiian Islands. While here Fred tied up the PHOTO TRAY line for the Islands when production can be resumed.

Ed Wisler, former Packard District Manager under W. E. Simmons, is the proud father of a new baby boy. Ed was seen passing out cigars along Pico street. Get yours?

Nick Carter—he of the Nickabob Co.—is a busy individual. In a short week Nick purchased the Jerry's Joynt installation from Whitey Ludden, bought himself a Cadillac sedan, and headed north for a combined fishing and vacation trip up Sacramento way.

Mr. and Mrs. D. H. Osborn, Piedmont, Calif., spent ten days during August with Osborn's father, pioneer operator, A. D. Osborn of Los Angeles. There was much prophecy expended by DeLoss Osborn and Bill Simmons on postwar musical instruments and all ended with the inevitable if, but and when.

J. D. Turner spent the first two weeks of September in the San Francisco office of General Music Co.

Mr. and Mrs. Martin Bromberg are the proud parents of a baby girl born to them eight weeks ago in Honolulu. Martin is the son of Irving Bromberg, well known jobber and distributor. Martin supervises the Hawaiian operations of the Bromberg firm and in addition works an 8-hour shift daily at Pearl Harbor. Marty is one of two expert electricians at the base capable of ad-

justing the intricate instruments on modern battlewagons. A natural born electrician and Irving is proud of him . . . as he should be.

THE REVIEW is dynamite, complains (?) H. R. Graham, the pioneer Glendale refinisher. Graham says he'd like to get a night's rest but machines are being shipped to him from as far away as Tacoma for refinishing and working night and day the man can't keep up with the parade. "There are few mechanics left doing good work," says Graham, "and so today the lads are really working the tail off of me."

Mac Mohr passed another milestone in mid-August and many of his friends in the Industry passed by to say "Happy Birthday."

William Shorey, San Bernardino, was spotted recently on the coin machine rialto loading up equipment.

According to W. E. Simmons about five

day service is now available on needle re-pointing from the Bennett factory in Chicago. Bill shoved off, via train, on September 10th for a conference with Paul Bennett and then on to Indianapolis for a chat with head-man Homer Capehart.

Try to catch Bud Parr in his General Music Co. office and it's 100 to 1 you won't for Bud is very engrossed in his war activity and is constantly on the move. When this reporter called on the 8th he had just flown to San Diego and was out for the balance of the week.

Margaret Cole, well known in local coin machine circles a few years back, is now employed by A. M. Keene, Taft, according to information received.

Air Cadet Martin (Bud) Smith and Martha Manning were married at the Santa Ana Post Chapel on August 21st. Wedding

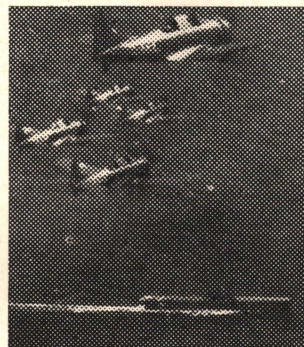
TURN PAGE

SPEED THE DAY OF VICTORY!

AND HASTEN AMERICA'S
RETURN TO PEACE AND
PROSPERITY!

—BUY WAR BONDS—

Today—Tomorrow—
Every Day!



SAVE YOUR TIRES — GAS

Phone or Write Your Needs — PROMPT SERVICE

We are equipped to handle your wants—Complete stock of parts, new and used games, ARCADE EQUIPMENT . . . Vending machine cards, etc. Our reconditioned machines are tops . . . LOW PRICES

OPERATORS — WE RECOMMEND

VICTORY GAME CONVERSIONS FOR SICK PIN GAMES

Now Ready for Immediate Delivery: KNOCK-OUT THE JAPS (for Knock-Out), SLAP THE JAPS (for Stratoliner), SINK THE JAPS (Seven Up), SMACK THE JAPS (for Ten Spot), HIT THE JAPS (for Gold Star).

\$950
Per Set

f.o.b.
CHICAGO

WE WANT TO BUY

MUSIC

Wurlitzer 750E
Seeburg 8800
Seeburg 9800
etc.

SLOTS

Blue Fronts
Brown Fronts
etc.

CONSOLES

Mills Four Bells, 5c
Mills Four Bells, 5c and 25c

Mills Three Bells, late
Keeney Two-Way Bells
Keeney Four-Bells
etc.

ONE BALL FREE PLAY

Bally Longacres
Bally Thoroughbred
Bally Pimlico
Bally '41 Derby
Keeney Fortune
etc.

ARCADE EQUIPMENT

Bally Rapid Fires
Bally Defenders
Evans Super Bombers
Kirk Night Bombers
Keeney Air Raiders
Evans Tommy Guns
(late model)
Mutoscope Sky Fighters
Mutoscope Drivemobile
etc.

SPECIAL

5 WATLING HOROSCOPE SCALES—NO SPRINGS

EXCELLENT CONDITION—LIKE NEW.....\$139.50

CONSOLES

JUMBO PARADE CLUB BELLS \$249.50
Write SUPER BELLS \$239.50
PACES RACES BAKERS PACERS D.D.
\$189.50 \$275.50
All in excellent condition

BEST GRADE COIN WRAPPERS

65c per M.....1000 to 50,000

Western Portable Flame-Arc Welder.....\$24.95

(World's Lowest Priced Professional Welding Outfit)

HUNDREDS OF GAMES TO CHOOSE FROM

Write for complete price list

PAUL A. LAYMON

1503 W. Pico Blvd. DRexel 3209 Los Angeles 15, Calif.

COIN
MACHINE
REVIEW

25
FOR
SEPTEMBER
1943

was a military affair attended by friends of both parties. Martha was a former stand-in for Claudette Colbert and Bud was formerly connected with our industry in various capacities.

Lou Haskins, games operator of Hawthorne, paid the Southern California Coin Machine Capitol a visit in early September and selected needed pieces.

W. J. Farwell, one of the old time operators of cigarette machines in this area, crossed the threshold at General Music the other day and came out with two more cigarette vendors.

Art Dawes, vending, amusement, restaurant and cocktail lounge impresario of San Diego, visited with the local lads on the 10th and pronounced business "tops" down in the southwest corner of the nation.

The first week of September found the Gutshalls at Lake Arrowhead for a last fling at fishing. During their week's stay Mr. and Mrs. Jack Smith, Barstow operators, spent a few days with them. Smith is no longer with the Army and has received his discharge.

Funny thing happened last week. Bill Wolf brought his own painters up from San Diego to paint his new building on Venice Boulevard. The boys finished their job in record short time and gathered on the curb for a good rest until Wolf returned them to San Diego. L. B. McCreary of Mape Music Co. heard of the situation. Now Mr. Mac has been looking for painters and paint for many weeks to re-do the Mape Music offices. A few phone calls resulted in a deal and the Wolf painters were at work within the hour, painting the Mape establishment—and the job was well done, too.

D. D. Patton, Turlock, saved his gas coupons and visited local jobbers in early September picking up equipment.

O. H. Presher, San Diego, is another enterprising individual who makes it fairly regular into town to pick up his needs.

Max Thiede is happy over his new connection with Bill Wolf's California Amusement Co. Max is a good man and will have charge of sales for the organization.

Lee Webb, local music operator, took the trip deluxe for his vacation and on a private yacht sailed 900 miles down the

coast of Mexico. Next month more information on who owned the yacht.

Jack Arnold, Barstow, paid Clark Distributing Co. a visit when the August leaf was removed in favor of September. Jack went home with some new equipment.

Clark Shaw, Long Beach, called at General Music for the same purpose.

Percy Shields owns a neat little ranch out El Monte way. A house in the front, a house in the back and a lot of nice grassy earth in front, between and in back provide Percy with a grass cutting problem. The waist line went down for a few weeks and Percy staggered to the scale and registered an 18 pound loss. As fate would have it Ed Mape and Jack Mehegan visited the local offices of the Mape Music Co. Jack was praising the gasoline driven mower he had and Percy fairly drooled. Jack noticed Percy's condition and said: "When I bought mine, Ed bought his and he's never unpacked it." Too much for Percy! Percy approached Ed and offered to buy it but Ed said he had been approached TOO many times concerning it and he didn't want to hear any more about it. Time moved on and a recent express delivery brought the Mape gasoline powered mower to the Shields Rancho and now Percy gaily pilots this silent servant over the acreage—on Lend-Lease from E. T. Mape.

L. F. Saylor, Oildale, was a welcomed visitor on the Row in September.

George Wheelock, San Diego operator, has sold all of his Los Angeles spots, including the famous Bradley Five and Ten spots, to Bob Bard.

Some day we hope we'll have the pleasure of publishing a book written by Fred Trevillian and dealing with his return to the Islands. The title could easily be "Shoveling My Way to the South Pacific" and it should be fascinating reading. For details see another news story in this issue.

Fred Gaunt of General Music, utilized the Labor Day holidays to visit operators in Banning, Claremont and San Bernardino. Accompanied by Mrs. Gaunt the two stole off to Twenty Nine Palms to visit the Walter Gaunts before returning to L. A. with a briefcase filled with orders.

Mrs. Ray Suhr underwent a major operation at St. Vincent's hospital September 2nd and is doing as well as can be expected

as this column goes to press. Ray is connected with the Gutshall Distributing Co.

Mr. and Mrs. Paul Laymon celebrated their 26th wedding anniversary August 25th. In company with Mr. and Mrs. Bert Beutler they made the rounds of the night spots.

Roy Smith, Barstow, has received an honorable discharge from the Army and is back operating his equipment.

Mrs. Burt Polin, operator of San Luis Obispo, was a recent visitor on the Row picking up equipment.

Mr. and Mrs. Ed Wilkes were dinner guests of Lucille and Paul Laymon on September 12th. Ed formerly operated in Long Beach but is now with Douglas for the duration. He is connected with the department rehabilitating planes returning from the various theaters of war.

Paul Hirschler of Rainbow Amusement Games, South Pasadena, is back from a Mexican fishing trip vacation.

Homer Gillespie of Gillespie Games, Long Beach, is taking his vacation in Oregon and doing a little salmon fishing.

Arleen Early, secretary to Paul Laymon, was thrilled recently to receive a card from her brother who was captured by the Japs on Bataan. The card was a standard form and he indicated with checkmarks the condition of his health, surroundings, etc. His signature and a question written across the top authenticated it. Arleen has been notified that the family can send a Christmas gift if it is sent in time to make the Grisholm which leaves shortly for an exchange of nationals with Japan.

Walter P. Korbus, formerly employed by Jean J. Minthorne, has joined the service.

Recent visitors at Laymon's in search of equipment included Jake Everett, La Habra; Ted Bloomer, Mojave and Glen Lucore, San Diego.

Eddie Beck, partner in the Mitchell Novelty Co. of Milwaukee and now with the Air Corps at Mojave, visited Badger Sales on September 13th, had lunch with Bill Happel and talked over old times back in Wisconsin.

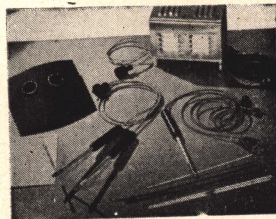
Incidentally Badger is doing an excellent business at the present time and especially on Panorams. The firm is reconditioning the units and supplying them in large num-

(See SO. CALIF., Page 36)

WE STILL CARRY IN STOCK THE LARGEST ASSORTMENT OF COIN MACHINES!!

If you are in need of RAY GUNS, CONSOLES, THREE BELLS, FOUR BELLS, SLOT MACHINES, ATHLETIC MACHINES, FIVE BALL FREE PLAY GAMES, ONE BALLS, FREE PLAY OR PAYOUT, SKEE BALLS, CIGARETTE MACHINES, MUSIC MACHINES, BOXES, PARTS AND MISCELLANEOUS MERCHANDISE IN THE COIN MACHINE INDUSTRY—SEE US FIRST!

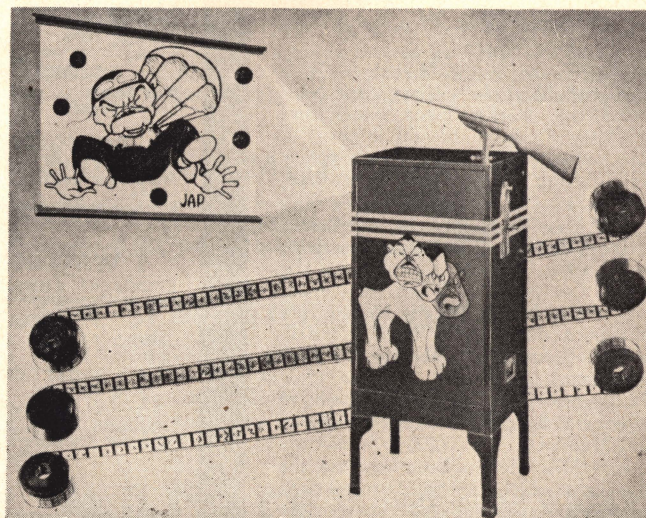
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Buckley Breaks Bottleneck

CHICAGO—Buckley Music System, Inc., is helping the Axis invasion jitters by eliminating a bottleneck that threatened output of American gyro-compasses, according to a report in the *Daily News*.

At the request of the facilities section of the WPB in Washington, Buckley today is building motor generators for the Package Machinery Co., Springfield, Mass., which is producing the compasses for the Navy.

Walter E. Rapp, a director of the section, brought executives of both companies together for a conference when he learned that the Springfield war plant would need motor generators more quickly than the original design company could supply them.

Result: The Buckley firm retooled and is now meeting production schedules for the generators despite the fact that the company had no previous experience in the field. Output of the gyro-compasses will not be delayed.

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MUSIC

Many New Firms

NEW YORK—In the post war era one out of every five companies in business today intend to invade new fields and two out of three intend to increase development in related lines, according to a report issued by McKinsey and Co.

Polling 100 companies in 22 major industries, the management consulting firm found that six out of ten firms already had begun postwar planning.

About three-fifths of the group were made up of companies with prewar sales of less than \$5,000,000 while less than 10 per cent reported volume of more than \$100,000,000. Approximately one-fourth of the concerns produce materials with war and peacetime uses while 20 per cent handle civilian lines.

Included in results of the survey were: Postwar plans appear to be in the formative stage with three-quarters of the planning done on a part-time basis by committees; less than one-third have reached the point of even tentatively forecasting sales.

Some manufacturers have discovered that small plants in rural areas have cost advantages over urban factories.

About 40 per cent of the companies have more than doubled their employees from prewar levels while 20 per cent increased pay rolls from 20 to 50 per cent. Only 20 per cent anticipate substantially increased employees in the future while 40 per cent expect sharp reductions.

One concern in five expects to buy or build new plants while 40 per cent expect new equipment will be required.

Definite plans for greater cultivation of foreign markets is reported by 20 per cent, many of which had little or no such business before the war. Interest centers in Central and South America.

Check Your Pickup

A recent survey conducted in Los Angeles and Chicago revealed that operators are overlooking the proper balance of their pick-ups on automatic phonographs.

For longer record and needle wear, pick-ups today should be just as light at the needle point as possible. It is estimated that 85 per cent are far too heavy or much heavier than need be. With the pick-up too heavy a cinder track is developed causing extra wear of both record and needle. When the pick-up is properly balanced, the groove holds up much longer.

It will pay operators to check their pick-ups on all machines for longer record and needle wear and fewer service calls.

Shellac Shortage Ended?

LOS ANGELES—Indications that the shellac shortage is being partially met was drawn from a notice sent out under date of August 18th by Decca Distributing Corp. to its dealers and operator-customers on the Coast.

Said the message in part: "Effective immediately and until further notice it will not be necessary to return scrap records to Decca to apply against the purchase of new records. As a result of the active cooperation of all dealers and operators we have accumulated enough scrap to meet current production needs for a period of several months, or at least until further notice."

Decca is the first to make such an announcement and in the face of anticipated increased demand for records for Christmas gifts the notice is particularly encouraging for the operating fraternity.

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REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

SEPTEMBER, 1943

On Phonographs—

1. Paper Doll
2. You'll Never Know
3. It's Always You
4. All Or Nothing At All
5. Pistol Packin' Mama
6. In the Blue of Evening
7. Sunday, Monday or Always
8. I Heard You Cried Last Night
9. In My Arms
10. Wait For Me, Mary

5. All Or Nothing At All (Leeds)
6. In My Arms (Pacific)
7. Paper Doll (Marks)
8. I Heard You Cried Last Night (Campbell-Loft-Porgie)
9. In the Blue of Evening (Shapiro-Bernstein)
10. Pistol Packin' Mama (Mayfair)

Best Selling Records—

1. Sunday, Monday or Always (Bing Crosby) Decca 18561
2. In the Blue of Evening (Tommy Dorsey) Victor 20-1530
3. You'll Never Know (Haymes-Song Spinners) Decca 18556
4. All Or Nothing At All (James-Sinatra) Columbia 35587
5. Pistol Packin' Mama (Al Dexter) Okeh 6708
6. Paper Doll (Mills Brothers) Decca 18318
7. You'll Never Know (Frank Sinatra) Columbia 36678
8. I Heard You Cried Last Night (Harry James) Columbia 36677
9. In My Arms (Haymes-Song Spinners) Decca 18557
10. Don't Get Around Much Anymore (Ink Spots) Decca 18503

On Radio—

1. All Or Nothing At All
2. I Heard You Cried Last Night
3. Sunday, Monday or Always
4. Don't Get Around Much Anymore
5. Don't Worry
6. Heavenly Music
7. Fortune For A Penny
8. I Never Mention Your Name
9. How Sweet You Are
10. Do You Know?

Best Selling Sheet Music—

1. People Will Say We're In Love (Crawford)
2. You'll Never Know (Bregman, Vocco & Conn)
3. Sunday, Monday or Always (Mayfair)
4. Comin' In On A Wing and A Prayer (Robbins)

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Nashville, Tenn.

Sepia Hit Parade—

Top tunes in colored spots, supplied at press time by Otis Rene of Exclusive Records for exclusive publication in THE REVIEW.

1. Don't Cry Baby (Erskine Hawkins) Bluebird
2. Sentimental Lady (Duke Ellington) Victor
3. Mean Old 'Frisco Blues (Big Boy Grudub) Bluebird
4. Apollo Jump (Lucky Millinder) Decca
5. Riffette (Freddie Slack) Capitol
6. Comin' In On A Wing and A Prayer (Vagabonds) Bluebird
7. You'll Never Know (Frank Sinatra) Columbia
8. S. K. Blues (Saunders King) Rhythm
9. At Least You Could Save Me A Dream (Herb Jeffries) Excelsior
10. Don't Get Around Much Anymore (Duke Ellington) Victor
11. Rusty Dusty Blues (Count Basie) Columbia
12. In the Blue of Evening (Sinatra-T. Dorsey) Victor

Spanish Hit Parade—

Top tunes in Mexican locations, supplied at press time by Paco Betancourt of Rio Grande Music Co., for exclusive publication in THE REVIEW.

1. Soy Puro Mexicano (Pedro Galindo) Peerless 1883
2. Ay! Jalisco No Te Rajes (Francisco Canaro) Decca 21298
3. No Llores Corazon (Daniel Santos y Orquesta) Victor 83878
4. La Feria De Las Flores (Manuelita Arriola) Peerless 1873
5. La Soldadera (La Torscasita) Peerless 1943
6. Virgen De Media Noche (Daniel Santos y Orquesta) Victor 83996
7. Petrita (Los Madrugadores) Decca 10458
8. Cuatro Vias (Martin y Eloisa) Peerless 1945
9. A La Guerra Me Llevan (Martin y Eloisa) Peerless 1705
10. Oue Extrana Es La Vida (Cuarteto Flores) Victor 83993

Western Hit Parade—

1. No Letter Today (Ted Daffin's Texans)
2. Dusty Skies (Bob Wills and his Texas Playboys)
3. There's A Star Spangled Banner Waving Somewhere (Elton Britt)
4. Honey, I'm In Love With You (Louise Massey and the Westerners)
5. When My Blue Moon Turns To Gold Again (Wiley Walker and Gene Sullivan)
6. I'm Going Back To Where I Come From (Carson Robison)
7. Put Me In Your Pocket (Hillbilly Boys)
8. Wreck On the Highway (Ray Acuff and Smokey Mountain Boys)
9. Rosalita (Al Dexter)
10. Steel Guitar Rag (Bob Wills and his Texas Playboys)

* * *

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Inductee—Seven and a half pounds.

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Our staff is large enough to include people who know music, people who know finance, people who know service.

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Come in! We're counting on seeing you and serving you soon.

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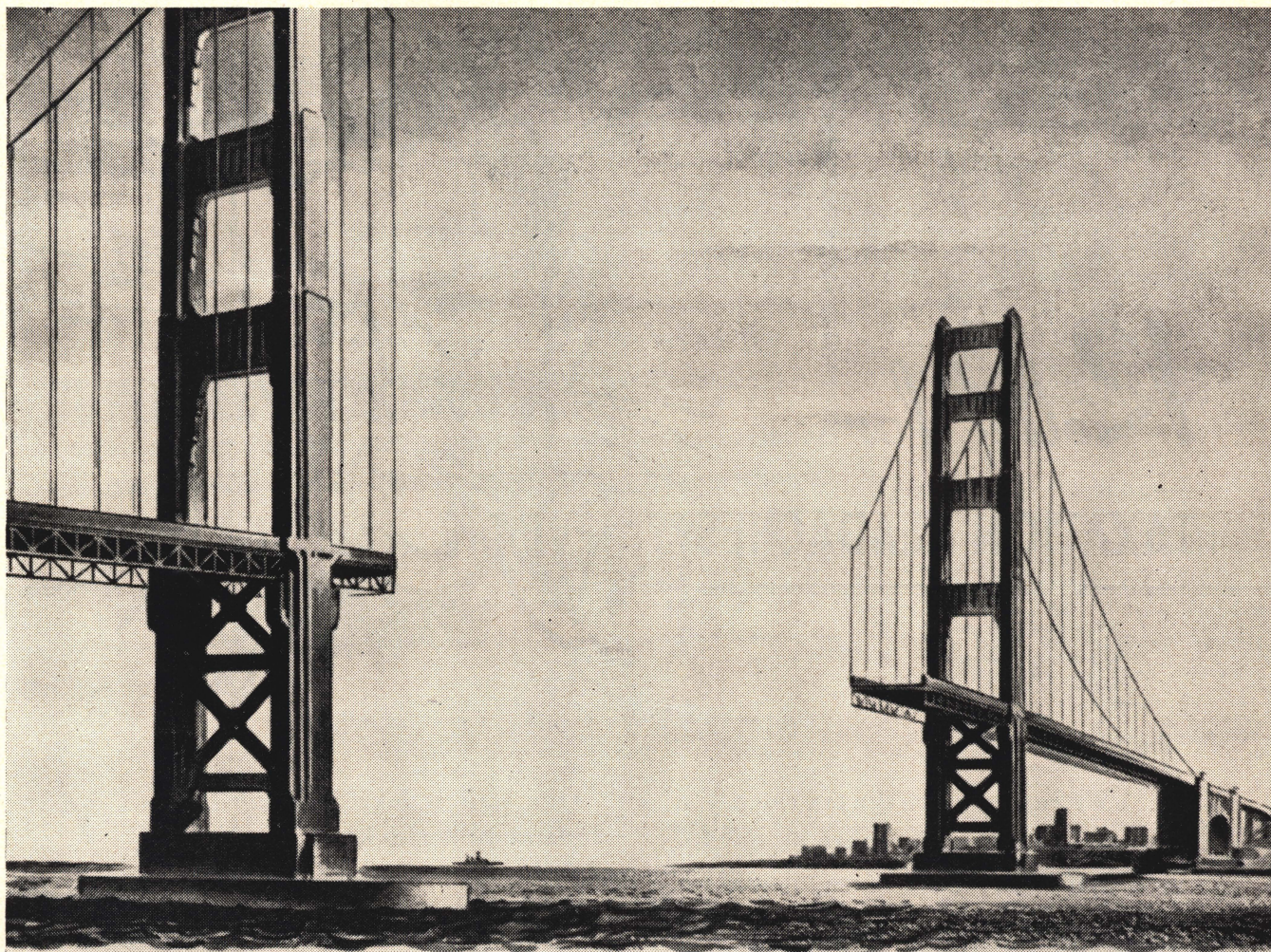
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Here's WHY We Have No Hit War Song for World War Number Two

By Private H. L. Mitchell

EDUCATION of the customer is hardly the province of the music merchant. Although occasionally he may actually merchandise a tune by means of some novel tieup or attention-getter, for the most part he is just what his name suggests: a supplier of music for dancing or simply the listening pleasure of the location's patrons, filling his machines with top and rising tunes—or, as in these days of record shortages, whatever discs he can get.

Dedicated primarily to meeting the law of supply and demand, music is apt to be pretty much a routine matter to you, the music man. But even in routine, the sort of thing that becomes commonplace and can be carried on more or less mechanically leaving the mind free for other things, it is probable that ever so often the thought springs up to puzzle you as to where we get some of the tunes that bring in the nickels. (If you were a Service man, forced to listen to *Put That Pistol Down* on every machine in every PX in camp, and every tavern in town, and apparently every whistle stop from here to Harlem, you would wonder, indeed.) And you may even wonder why we don't get songs of certain types. Where, for example, is this war's good song? Why don't we have one?

On a recent Sunday, PM, New York's advertisingless newspaper, showed evidence of having been puzzled by that question, and it went out into the highways and byways—well, some of them, anyhow—to ask questions and find out.

The first thing it discovered was that the question has more answers than you have locations. The whole thing is a vicious circle, it seems: Some songwriters, we are told, blame publishers who avoid even hearing a new number by disguising themselves as crates of lettuce and going down the freight elevators. The publishers counter with a crack that they'd be happy to welcome a good war song; unhappily, when

they're lousy the band leaders won't plug 'em. And the band leaders have their own troubles, what with the draft, and the jerks responding to a performance of "This Is Worth Fighting For" with such nasty remarks as "If it is, why ain't you in the Army?" And so it goes.

One of the stock answers is radio. Radio prevents the appearance of a good war song which would sweep and remain in the public fancy. Reason? Radio plugs any reasonably good tune to death. (By some curious stroke of fate, it seems that no one mentioned the phonograph as a similar exploiter of tunes, also capable, at least when it comes to the weak sisters among popular songs, of making them short-lived.)

And then there's the common declaration that this is a mechanized, and not a marching war. Troops that don't march don't need marching songs, certain authorities assert. Brother, the infantry may ride (who's kidding who?) but from the experience of personally sore feet I can say that a lot of other branches of the service get where they're going on foot.

To go on just a little farther, there are those who say that a song isn't really a war song until it has been kicked around by the troops. Usually that means jiving up the words in unprintable fashion (maybe some of the boys in the back room have rendered one or more versions of some of the current favorites, for you.) And that brings up the eternally definitive question—just what is a war song?

Some of the more thoughtless element insist that a war song is any song that makes people feel good—so long as it's heard during wartime. So when a soldier, getting married, hears "I Love You Truly" and it makes him feel good because he's getting married, and it's wartime, that makes this little Carrie Jacobs Bond opus a war song in two ways, no doubt?

And there are the straight-laced individ-

uals in the clan who are determined that a war song can't be classed as such unless it defines all the aims we're supposed to be fighting for—and presumably the aims of all our allies, too, since it isn't just our fight. That usually results in a lot of high-sounding idealism which rhymes as badly as the never-ending efforts to find something that goes with orange.

There can be no denying, though, that good songs bind people together. *Over There* did it in the last war, and *Tipperary*, and a lot of others. And in this war there have been the Chetnik songs uniting the Yugoslavs, the Chinese *Ch'i Lai*, and, more than ever, for Frenchmen who must shrug off tyranny's yoke once more, the *Marsellaise*. There have been others. We've heard some of the last war's favorites again, and it mightn't be a bad idea to go back to the righteous song of the Civil War, the *Battle Hymn of the Republic*. At least while we're waiting.

Of course Irving Berlin says that the way it works is this: songs are written, and some of them turn out to be war songs, and some of the war songs turn out to be great. And Richard Rodgers, whose record of hit tunes is remarkably high, humorously suggests that "We might even win the war without a war song."

Anyway, if you've been wondering why you have no real war songs with which to greet your public, you'll be interested in knowing that something is being done about it. Of course song-writers are grinding 'em out, regardless, but there's direction for their efforts in the offing. The American Theatre Wing, perhaps most widely known for its Stage Door Canteen, has organized a Music War Committee, which is now conducting quests for the tunes that will sweep the troops and the Navy and the Air Force and the Marines—oh, yes, and the Naval Air Force, too, since you won't catch those boys singing *Army Air Corps*—and all the lady branches of these outfits.

And amateurs from all over the country are being invited to submit their wares, with no favorites given the breaks in the

(See *HERE'S WHY*, Page 32)

COIN
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31

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RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.

3★ **GOOD.** Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

- 4★ 30-0814 "Fats" Waller
YOUR SOCKS DON'T MATCH (FT VC)
UP JUMPED YOU WITH LOVE (FT VC)

An unusual record that packs plenty of interest. Starting off on the first side with a deceptively simple melody on the piano by "Fats" the piece breaks into a feast for the whole crew with "Fats'" version of the droll lyrics. Some honest-to-goodness jive pops up on the reverse side and the tune is strictly hep. Disc is an all-around pleaser for the sweet and swing fans will like the first side and the rug-cutters and jive fans will eat up the second tune.

COLUMBIA

- 4★ 36680 Benny Goodman
IT'S ALWAYS YOU (FT VC)
MISSION TO MOSCOW (FT)

Although the tune already had a good start on automatic phonographs, this addition of a record by the one and only Goodman helps things along. Goodman arrangement is nifty and the chanting of Helen Forrest enhances the disc's appeal. Mis-named second side is a neat measure of swing notes hardly able to sell itself because of its corny title.

CAPITOL

- No Records Received
DECCA
No Records Received
HIT
No Records Received
OKEH

- 3★ 6715 Jack Leonard
I NEVER MENTION YOUR NAME (FT VC)
WE'LL MEET AGAIN (FT VC)

Leonard will be remembered as a hit of a few years back when his Sinatra-type of swoon-goon singing put him over solid with the automatic patrons. Of late Leonard has been shouldering a musket for Uncle Sam but this re-issue of a tune currently climbing the Hit Parade ladder is quite timely. Fans will like it. Platter mate is fair automatic fare.

VICTOR

- 4★ 20-1539 Tommy Dorsey
YOU TOOK MY LOVE (FT VC)
DIG DOWN DEEP (FT VC)

First side is definitely Ziggy Elman's and the second side Frank Sinatra's—with apologies to Tommy Dorsey. Stepping up front with some terrific trumpeting Ziggy takes over and reaches dramatic peaks and weaves taunting phrases. Tune is tailor-made

for Ziggy's type of trumpet and he takes full advantage. Sinatra rightly takes the second side with the aid of the Pied Pipers on a tune cut before the deadline last year and aimed at exciting bond buying. While not too sensational for phonographs it will garner some coin because of the Sinatra tag and the wise operator will plug the name along side of Dorsey's.

- 4★ 20-1529 Glenn Miller
RHAPSODY IN BLUE (FT)
ALONG THE SANTA FE TRAIL (FT VC)

Here is a controversial disc. Some will like Miller's unique and exciting arrangement of the Gershwin "Rhapsody" and others will not, but we believe amongst patrons of automatic phonographs the disc will score solidly. Where piano was featured in almost every other interpretation Miller has given the whole band free leave and the result is something decidedly different. Muted trumpets and alto saxes weave a heavy spell of musical intoxication. Ferde Grofe's composition on the "B" side makes for a happy dismate. Number is from the famed Grand Canyon Suite and the Miller bandmen treat it in a deliberate, pulse-beating tempo with the reeds and mutes brass painting the sand and prairie background. Ray Eberle is featured on the vocals. Recommended.

HERE'S WHY

(Continued from Page 31)

blind-folded judging (covered names of writer and composer on all the manuscripts), and professionals are being urged to submit their offerings in their division. And possibly, even yet, we'll have a great war song emerging from this war, along with songs for the farmer and the draughtsman and the welder (who was hurt by neglect when *Rosie the Riveter* popped up), and practically everyone who has anything to do with the war, as who hasn't, since we're all taxpayers and bond-buyers? In fact, eight numbers, of 250 so far submitted, have been chosen—eight good numbers you'll be hearing before long. Maybe one of them even great.

Then, one of these days, Petrillo will calm down and the scientists will find a substitute for shellac, and you'll be off to the races, spreading the new war songs all over the land.

Meanwhile, if you think your customers may wonder about why there hasn't been a good war song, as you have, you might just summarize the facts we've told you here, and post a copy on each machine you have out. Only don't be surprised if you find some well-meaning soul, inspired by this explanation, trying to set it to music.

He (on the telephone): "Hello, dear. How about us having dinner together this evening?"

She: "I would love it."

He: "Well, tell your mother I'll be over about seven o'clock."

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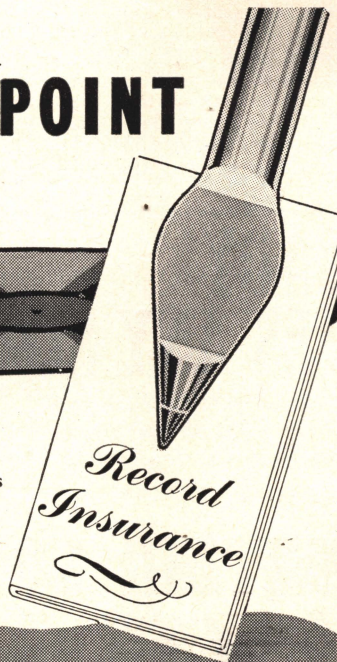
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32

FOR
SEPTEMBER
1943

Salesmanship Important In Post-War Music Operating

Everyone in the Coin-Controlled Music Business Must Be A Salesman to Be Successful And In the Post-War Era Salesmanship in the Automatic Music Field Will Be More Important Than It Has Ever Been Before

by W. E. SIMMONS

EDITOR'S NOTE—These are indications also that many new firms will enter the Coin Machine Industry after the war for in the past three months we have received an unusually large number of requests for information and merchandising data on our Industry from firms in all parts of the nation.)

EVERY factory representative, every distributor and his salesman, every service man, every operator, every routeman and his servicemen are salesmen and are going to find it to their decided advantage to apply in post-war days, more than ever before, the sound understanding of the principles of selling.

Only by applying sound principles will permanent success be obtained. High-pressure, trick methods may bring momentary success; but in the long run, they will fail because no salesman will build up a healthy repeat business on the basis of unfair dealings in the world of tomorrow. Postwar keen competition, whipped to a faster pace in future years than in the past due to the added precision machinery used in wartime products by our manufacturing companies today, will force the vast selling field to the realization that only on the basis of scientific knowledge and sound planning can they hope for material success.

In no phase of this business is planning more needed than in selling. It is going to be necessary to lay plans of what to buy as well as what to sell and where and how it should be sold. These questions can be decided more correctly if sales executives have knowledge of the operators' needs and the operators make a careful survey of locations and their needs. The profession of selling is rapidly developing a code of ethics to govern the relationship of members of the profession with one another and with the public.

Those in the profession of the coin-controlled music in post-war days must have more knowledge of their business and how to sell their product and how to satisfy locations and how to render service than when their businesses were comparatively small and more simple and when one man could oversee all of the operations.

There will be one good scientific way of meeting tomorrow's problems in this fast growing business and that is through the profession of knowledge which is both usable and which is used. This knowledge should be principally of two types—first, knowledge of business generally and its relationship to the public; secondly, knowledge of our own business and relationship to other businesses. This knowledge in both cases should consist both of principle and of fact. The head of every business or those in charge of large operations must look to the organization of operators, service staff, and personnel—all of which are salesmen first, last and all the time—since he will no longer through expansion oversee in detail the extent of direction of his fast-growing business. He must be prepared to change and adjust his organization and operations to meet changing conditions and the work which must be done. This will require intensive training on the



W. E. Simmons

part of all employees and full knowledge of the business in every phase by those in charge in order to direct the proper training of those who work with them.

Closer cooperation between manufacturer, distributor, operator, and manufacturer's representative will prevail in post-war days to a greater extent than ever in the past. Operators who operate their businesses along cooperative post-war lines will have little difficulty in securing credit if needed. Distributors, seasoned in the business with proper display rooms and service departments, will have the privilege of floorplan finance if needed. However, a greater number of the distributors today will not need such a plan. The coin-operated music business has fast gotten out of the woods in the past few years. The industry has grown into a real business and must be conducted as such.

My prediction is that all manufacturers in the past of coin-controlled music instruments will be back in the business after the war with finer and better equipment for the operators than they have ever had before. The first year's production naturally will be limited. There will be an extreme shortage and a tremendous demand. The second year manufacturers will begin to get into production. Regardless of the number of manufacturers of musical instruments with increased high-speed production and precision machinery, it will be at least the third year before operators will be able to go to their distributor and get immediate delivery of merchandise he wants and needs because there will be a material shortage at least into the second year due to more essential products taking priority, such as stoves, refrigerators, all types of household essentials, farm machinery, etc. This will give the operator time to grow into this post-war business on a

sane, sensible scale without fear of having the merchandise he needs come too fast. By the time the factories get into full production, the operator will be in a position to handle the increased production and expand in keeping with good business.

Through the experience of distributors and operators in the past, future work will be accomplished with much less red tape and confusion because of this knowledge gained over a period of years. Distributors, operators, and service men will not find it necessary to do a lot of unnecessary things. He won't be doubling back on his tracks making mistakes which have proven to be mistakes in the past.

Everyone connected with the coin-controlled music business will be more efficient. The universal marks of efficiency are brevity, compactness, speed, and utility. By applying all of these, the usefulness of our work and products will make possible the reduction in time and cost of operation; consequently, a better balance sheet.

Every business of the future operated on an efficient business-like basis applying the true principles of good salesmanship will be much more successful. Those who prefer to bring into the business of tomorrow some of the trickery and hot air of yesterday will be less successful. Trickery and hot air will not mix with efficiency and good, sound salesmanship. One destroys the other. Everyone in the business, of course, has his choice, but he cannot have both and meet tomorrow's better business policies.

Put the following sales ethics in your code book for tomorrow—honesty, character, ability, self-confidence, conservatism (non-exaggeration), efficiency, and perseverance. Score yourself today. Practice these qualities now and be prepared for the business of tomorrow.

"So your husband's in the Army now, Mrs. Brown?"

"Yes, they've made him a gunner, an' that's what he's been ever since I married him!"

"Always been a gunner?"
"Yes, ever since I knew him he's been 'gunner do this' and 'gunner do that,' but he never did anything worth while!"

Music Route For Sale

One of the best Music Routes in Southern California. Established nine years. Now paying net profit of over \$12,000.00 per year. 90% of our locations are in one section of Los Angeles. Saves rubber and gas. Good service man goes with the business.

Price: \$16,000.00

BOX 520

THE COIN MACHINE
REVIEW

1115 Venice Blvd., Los Angeles 15, Calif.

COIN
MACHINE
REVIEW

33

FOR
SEPTEMBER
1943

California Amusement Opens L. A. Offices and Showrooms

LOS ANGELES.—The California Amusement Co. has opened Los Angeles offices and showrooms in the two story building at 1348 Venice Boulevard, formerly occupied by the California Simplex Distributing Co., and later by the Clark Distributing Co.

The building has been completely renovated and repainted inside and out. New partitions have been installed and the cement floor completely covered with either wood or tile. Wood is utilized in the shop and store rooms and asphalt tile has been laid in the general offices and showrooms. Private offices are completely carpeted and the modernistic use of glass is especially interesting. The second floor mezzanine will be used for additional storage space.

In opening local offices M. S. (Bill) Wolf told THE REVIEW: "I have had a desire to open a jobbing and distributing office in the Los Angeles area for some time to augment the office we have had in San Diego for a number of years. In coming to Los Angeles we do so with the express thought in mind of being of service to the operating fraternity and cooperative with every individual or group having the welfare of our Industry at heart.

"At California Amusement we will carry a full line of new and used coin-operated devices of every type at prices consistent with the current market trends. I have been connected with the Industry for the past ten years and inasmuch as my activities have been mainly centered on the operating side I have a keen insight as to what the average operator expects from a jobber and distributor. We expect to put some of these ideas in practice. We cordially invite operators to come in and see us. A visit will cost them nothing and we may be able to render them a real service."

Managing the Los Angeles office will be C. W. (Chet) Garton, who comes to the Industry after twenty years in banking and auto financing fields. He was with the Kelly Car Co. when they had offices in San Diego and when these were closed he joined the Security Trust & Savings Bank where he held the position of assistant manager of the Finance Department. Although new to the business he has a keen knowledge of finances and will be of considerable help to operators. Speaking of the local office Garton said: "I'm really anxious to be of as much service as possible to operators in this area and it will be our pleasure to extend our assistance to all having such a need. In our local branch we will have one of the finest repair shops in the Southland and operators are invited to make full use of its facilities."

Heading the sales department will be M. E. (Max) Thiede who hardly needs an introduction to Western coinmen. Thiede first became active in the Coin Machine field back in 1928 when he was with the Capehart Corp. Subsequent connections with Wurlitzer and Seeburg shuttled him all over the West and he has a wide acquaintanceship with operators on the Pacific slope. In addition Thiede has operated and knows that side of the picture too. For the past few years he was with Mape Music Co. in a sales capacity.

An Open House Celebration has been scheduled for Friday and Saturday, September 24 and 25, and Bill, Chet and Max extend a cordial invitation to all operators in this area to visit their new establish-

ment, see the wide variety of new and used equipment offered for immediate sale, and partake of the varied refreshments promised for those attending.

THE REVIEW joins the operating fraternity in Southern California in welcoming California Amusement Co. to Los Angeles and wishing them well in their local enterprise.

Decca Doing O. K.

NEW YORK—"Decca Records is the company which puts the tunes of many top dance orchestras in the automatic phonographs and makes it possible to 'jitter' at a nickel a dance," reported a recent issue of the *Wall Street Journal*. "That this has proved a profitable sequel to the phonograph era is reflected in the sales and earnings figures for Decca over the past six years. Starting with sales of only \$1,000,000 in 1936, the firm's sales reached \$100,000,000 in 1942. Net profits per share were slightly over \$2.00 for 1942 and 1941 respectively. For the six months ended June 30th last the company earned \$1.10 a share compared with 98 cents a share for the same period of 1942.

"Incidentally, Decca has literally split the dance world in two with its English and American sales subsidiaries. Decca now has 20,000 retail outlets and from 4,500 to 6,000 coin phonograph outlets. The company has three different musical canning factories capable of turning out 250,000 discs daily. The stock is rather inactive, selling around 18. There are 388,325 shares outstanding. Most favorable factor, according to company officials, is that shellac, a principal material used in records, is now coming to the company at a rate of 20 per cent of 1941 production by WPB order, whereas in the latter part of last year no shellac was allowed."

Shaw in War Zone

CAMDEN, N. J.—Artie Shaw, whose band of service men is the first musicians' outfit to move through the war zones, has traveled on craft ranging from battleships to minesweepers, and excluding only submarines. He has been playing at Marine Corps camps in the New Zealand area, often at two different locations each day, and has ducked Jap bullets at Guadalcanal.

But, it is not personal safety that bothers Artie and his men according to a report, but the safety of their instruments. When the men are under fire, the instruments are tucked away in fox holes.



Jim brought it along with him—he can't sleep in a hammock!

Clark Party Big

LOS ANGELES.—On August 30th the Clark Distributing Co. celebrated tenancy of their new office at 1561 West Washington Boulevard and invited members of the Industry in to see the new quarters, meet executives of the organization, and partake of the hospitality of the firm.

A goodly crowd, numbering between two and three hundred, made it a "must" and enjoyed the draft beer, whiskey, salads and sandwiches a competent catering service had provided.

Entertainment for the opening was provided by the Hofbrau Hungarian Radio Orchestra from the original Hofbrau Restaurant in Hollywood.

Aubrey Stemler, local office manager, acted as host for the occasion and saw that visitors got a full measure of enjoyment and met Don Clark, Clark Distributing Co. president; George Williams, sales executive, and Walter Rehder, San Francisco office manager, here for the festivities.

The local office of Clark Distributing is now operating as an independent unit and functions as a separate office with home offices in San Francisco.

Packard Men Busy

HOLLYWOOD—Where's Smitty, where's Ballard, where's Osborn and half a dozen former Packard Manufacturing Co. representatives is a constant question in the offices of W. E. Simmons, Packard coast representative.

Last week your REVIEW reporter stormed the portals of the Simmons office and chanted the same questions and received the following enlightening information:

Clayton Ballard, who used to trudge the Northwest as a District Manager is now helping Henry J. Kaiser turn out ships at the Portland shipyards; Stanley Turner, Pla-Mor's top service instructor, is at MGM in the recording department; Hobart Smith, known as "Smitty," is manager of Modern Music in Colorado Springs—formerly owned by Mac McBroom; Ed Wisler, former Arizona Pla-Mor District Manager, is busy keeping business machines in operation at the various war plants and knows all about comptometers, adding machines and the like; and Rudy Greenbaum, former Packard salesmanager, is doing confidential investigation work for Washington, D. C., and is not a dollar a year man either.

Stemler Writes Thanks

LOS ANGELES.—"Please accept my sincerest thanks for the assistance given my organization, Clark Distributing Co., during their period of reorganization and moving to new quarters," wrote Aubrey V. Stemler, Clark's Los Angeles branch manager in a letter sent THE REVIEW on September 11th.

"We, of the Clark Distributing Co., really appreciate the cooperation extended the automatic phonograph industry by THE REVIEW, and feel that this publication is a great asset to this industry.

"At this time I also wish to thank my many friends in the automatic phonograph industry in the northwest for their very courteous reception to myself and our northwest manager, Ed Horiskey, during my last trip through Oregon and Washington in behalf of the Clark Distributing Co. and the Rudolph Wurlitzer Co.

"Trusting that we may continue to enjoy our many happy past connections with your publication and hoping that there will always be a COIN MACHINE REVIEW, I am,

Sincerely yours,

Aubrey Stemler."



COIN
MACHINE
REVIEW

35
FOR
SEPTEMBER
1943

A Personal Message from Jean and Dolores Minthorne:

BEST BUY ON THE MARKET . . .

UNITED STATES WAR BONDS

BEST BUY IN THE COIN MACHINE INDUSTRY . . .

ROCK-OLA COMMANDO & ROCK-OLA PRODUCTS

Due to the tremendous sales record we have established on Rock-Ola COMMANDO and Rock-Ola Products we have doubled the area of our salesrooms and offices. We still have a few

BRAND NEW COMMANDOS IN CRATES

and we invite you to come in and get the facts and figures on
this . . . the **ONLY 1943 Phonograph!**

SMALL ROUTES OF USED PHONOGRAPHS FOR SALE
UNIVERSAL CABINETS—MODERNE TONE COLUMNS—ORGAN TONE COLUMNS
AT LOW COST!!!!!!
ROCK-OLA WIRED MUSIC LOCKOUT BOXES AND ACCESSORIES

EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR SOUTHERN CALIFORNIA AND NEVADA

Jean J. Minthorne

2916-2920 West Pico Blvd.

Parkway 1179

Los Angeles 6, California

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

Saunders Joins Independent

FITCHBURG, MASS.—As an important move in the furtherance of extensive post-war plans, the Independent Lock Co. and the Lockwood Hardware Mfg. Co., of Fitchburg, Massachusetts, announce the appointment of Charles F. Saunders as Advertising Manager of the associated companies.

Saunders was for many years assistant advertising manager of Florence Stove Co., Gardner, Mass. His wide experience in the advertising and sales promotion fields will be put to work co-ordinating the sales promotion activities of the two companies, including general supervision of all catalogs, literature, sales training programs and advertising for Independent and Lockwood in the post-war period.

He will work closely with Bernard S. Falk, Sales Manager of the Independent Lock Co.; Adon H. Brownell, Sales Manager of the Lockwood Hardware Mfg. Co.; and John J. Meyer, General Manager of the two firms. Both companies are now engaged in important war production, having recently received the Continuing Achievement Star to be added to the Army-Navy "E" Award Pennant given the companies some months ago. Production and sale of Independent's Security Hardware and Lockwood's Builders' Hardware products are restricted to priority orders for the duration, but between shifts and after hours the engineers, designers and production men of the two companies are getting ready for quick, volume production of new, improved lines just as soon as the war is over. Likewise, the post-war advertising and sales drive will be ready for marching orders at the same time.

SO. CALIF.

(Continued from Page 26)

bers for Arcade operation. Through an arrangement made with Les Lorden Badger supplies the machines and Lorden the films.

Al Greibahn delivered a load of equipment in San Luis Obispo for Badger in early September and returned with a full load of used machines typifying the present way of doing business—take out a load and bring back a load.

Paul Blackford

Diner: "What do you mean, help me? I don't need any help."

Waiter: "Sorry, sir. From the sound I thought you might wish to be dragged ashore."

Nit—You know Smith has it easy. He lives off the fat of the land.

Wit—What is he, a farmer?

Nit—No, he sells reducing machines.



While Johnny's home on furlough, let's drop down to Mike's place to see him!

Papers Pan Petrillo

NEW YORK—Appearing before a special mediation panel of the War Labor Board on September 9th James C. Petrillo, president of the American Federation of Musicians, announced that within two months the union would require 160 network-affiliated radio stations to employ musicians.

Board was conducting a hearing to determine whether the W. L. B. should order the A. F. L. union to lift its 13-month-old ban against its members making musical transcriptions and records for broadcast purposes and automatic phonographs.

A. Walter Socolow, counsel for the six leading transcription companies involved, testified earlier that the union membership did not vote on the ban and that "the musicians we employ in making transcriptions" would reject the ban "if you were to take a vote today."

The Petrillo utterance let loose a barrage of editorials in the daily press and more than one thousand editorials have been printed in various papers during the past six weeks.

Said *Nation*, New York, "Petrillo's basic idea of replacing every automatic phonograph with a live musician seems to us about as practical and desirable as Don Quixote's desire to restore medieval chivalry. But whereas Don Quixote fought the windmills in vain, Petrillo has actually succeeded in stopping the discs. Petrillo is clearly inviting Congressional action; he is also steadily enlisting public opinion on the side of those, in and out of Congress, who are always waiting for an excuse to attack labor unions."

The New Haven, Conn., *Journal-Courier* reported "Petrillo is really in the position of the ferryboat captain who tried to block the construction of a modern bridge over the river in competition with him. Or, the livery stable owner who tried to keep automobiles out of town. Transcriptions and records constitute a device that has technical and financial advantages over other methods."

KING PIN ★ SPECIALS ★

2 Bally '41 Derby, F.P., ea.....	\$325.00
2 Mills 1-2-3 '39 F.P., ea.....	24.50
1 Mills 1-2-3 '40 F.P., perfect.....	69.50
1 Bally Klondike P.O., very clean.....	25.00
1 Bally Entry P.O., excellent.....	25.00
1 Bally Preakness P.O., good.....	15.00
1 Bally Roll 'Em, like new.....	139.50
1 Bally Bells 5c-25c, nice cond.....	32.50
1 Bally Favorite, 7 play coin head, good.....	32.50
1 Keeney Track Time '38, excel.....	89.50
1 Jennings Good Luck, fair appearance.....	32.50
1 Jennings Derby Day, flat top, good.....	32.50
1 Jennings 25c Golf Ball Vender.....	79.50
1 Mills 5c Blue Front, Ser. 363077.....	174.50
1 Columbia, Cigarette Reels, clean.....	47.50
2 Watling Tom Thumb Fortune Telling Scales, extra strips, each.....	74.50
1 Watling Guesser Scale, like new.....	124.50
1 Seeburg Gem, good shape.....	139.50
3 Seeburg Playboys, perfect, each.....	24.50
1 Tom Mix, complete but 'as is'.....	45.00

One-third Deposit with Order.
Balance C.O.D.

KING PIN GAMES CO.

826 Mills St. Kalamazoo 21, Mich.

Coinmen Pick Dates O.K.

LOS ANGELES.—Don't let anyone ever tell you that the members of this Industry talk through their hats and don't know "the score."

In the August REVIEW the opinions of 200 Industry prominents polled as to the end of the present conflict brought forth some interesting and enlightening dates.

The consensus of opinion was that Italy would be out of the war before October 1, 1943. Italy capitulated on September 8th.

It is hoped that other predictions made by this distinguished body of coinmen will come true, and for your information here are the subsequent dates agreed upon:

**Germany out of the War by
January 30, 1944.
Japan out of the War during
1945.**

St. Louis Slashes Fees

ST. LOUIS—Recognizing that operators' earnings have been reduced by the drafting of players and customers of automatic equipment the local license tax on all types of coin-operated equipment has been reduced. The yearly tax on penny machines has been reduced from 50 cents to 25 cents and on machines requiring more than a penny from \$2.00 to \$1.00 per year. The reduction was not sought by the operators and apparently none of them knew anything of the city action until it was reported in the daily papers.

Alderman Richard Nichols introduced the license-reducing amendment and stated that he did so because of information and data he had received from Louis Shifrin, attorney representing the American Locker Co., which has coin-operated lockers in operation in bus and railroad terminals. Operators were pleased with the turn of events and Dewey S. Godfrey, attorney for the Missouri Pinball Association said that the "membership was pleasantly surprised when the news appeared in the papers."

Godfrey added that there are only 1,000 to 1,500 pinball machines in operation in St. Louis at the present time and these are operated by twenty one operators. He stated the average earnings on the machines have dropped from between \$5.00 and \$10.00 a week to between \$2.00 and \$3.00 because of the absence of the boys in service.

The city collected a total of \$15,650.00 last year in taxes on coin-operated equipment but officials believe the same amount will still be collected under the reduced tax schedule for a more complete tax return will be made by operators than in the past.

Laymon Ships to Islands

LOS ANGELES.—The Paradise of the Pacific—the Hawaiian Islands—are the cause of all the activity at the local offices of Paul A. Laymon where equipment is being shipped each week to operators in the Islands.

"We've really been hitting the ball the last few weeks," stated Laymon, "endeavoring to gather together the equipment the Island operators have ordered from us. Coin machines are exceptionally popular in the Islands today due to the scarcity of other types of amusement and we've made several very large shipments in recent weeks and many more are now being prepared."

Laymon has maintained his same service and sales activity since Pearl Harbor and is keeping his organization intact and ready for the post war era. His service staff was recently augmented by the addition of Richard LaMarre.

She gave him a lunch of cold shoulder and hot tongue.

HERE'S HOW - -

You can reach the 15,000 operators in the nation. THE REVIEW offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list.....\$15.00 per thousand

Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in. We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists.....\$25.00 per thousand

We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

HAND ADDRESSING from lists supplied.....\$5.50 per thousand

Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

We address by either pen or typewriter, and deposit with Post Office.

EXTRA SERVICES:

Folding letters, broadsides, circulars, etc.....\$1.00 per thousand (One fold only. Additional folds at same rate.)

Stuffing envelopes with one enclosure.....\$1.00 per thousand (Additional pieces at the same per thousand rate.)

Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation.....\$1.00 per thousand

COIN MACHINE REVIEW 1115 VENICE BLVD.
LOS ANGELES 15, CALIF.

SLOT BARGAIN—

Five cent Pace Bantam, Ten cent War Eagle, Twenty-five cent Jennings, Fifty cent Jennings—reconditioned and refinished—the lot for \$350. J. EDWIN THAMERT, 1402 Harrison Blvd., Boise, Idaho. (S-P)

WANTED

Mills Escalator Slot Mechanisms and Parts; Payout Slides all denominations. Airmail list immediately describing fully. COLEMAN NOVELTY, Rockford, Ill. (JAS-P)

CIGARETTE & CANDY VENDING MACHS. Rowe, Unneedapaks, DuGreiner, Nationals. All sizes and models. MARVELOUS BUYS. UNEEDAPAK PARTS. What have you to sell? MACK POSTEL, 6750 N. Ashland, Chicago, Ill. (JAS-P)

PEANUT VENDORS—

A stock of Table Model Penny Peanut Vendors on hand at only \$3.00 each. DAVIS METAL FIXTURE CO., Lansing, Mich. (JAS-P)

A COMPLETE STOCK—

of rebuilt 5c Selective Candy Bar Vending Machines. Also all kinds of 1c vendors. ADAAR COMPANY, 733 South Euclid Avenue, Oak Park, Illinois. (JAS-P)

WE BUY, SELL OR EXCHANGE—

Phonographs, Slots, Consoles, One Ball and Five Ball Free Plays and all types of Arcade Equipment. Write stating your lowest prices in your first letter. We also carry a large stock of parts and supplies. OPERATORS EXCHANGE, 621 Van Ness Avenue, San Francisco, California. (ASON-P)

WANTED—

25 Used DuGrenier 9 or 11 column Cigarette Machines. State condition and best price to: CALIFORNIA CIGARETTE MACHINE CO., 882 35th Avenue, San Francisco, Calif. (ASO-P)

PHONOGRAPH RECORDS—

Last longer, play better with the new "Half Hour Needle." Each needle plays better than a half hour. Send One Dollar to Devie's, 1615 Cahuenga Boulevard in Hollywood for 675 needles. When convinced—order more—same price. (TF-C)

CIGARETTE AND CANDY—

Vending Machines—All makes and models, lowest prices, from operators being drafted. Unneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 N. Ashland Ave., Chicago (ASO-P)

Bargain Mart

5c PER WORD, MINIMUM \$1.50

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS—

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING—

We specialize in adjusting, tightening, cleaning, greasing and repairing Slot Machines and Vest Pockets. Have them buffed and painted to increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale 5, Calif. Phone: Cltrus 1-1093 (SS-C)

PHONOGRAPH RECORDS—

darn near never wear out if you keep them clean with Slide Oil Seven. Send one dollar to DEVIES, 1615 Cahuenga Boulevard in Hollywood 28 for three bottles. (TF-C)

USE MARBLES—

as substitute for Ball Gum in Prize Ball Gum Machines. 1/2 to 5/8 size. PENNY KING COMPANY, 2980 West Liberty, Pittsburgh 16, Pa.

WANTED FOR CASH—

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417 1/2 West Pico Blvd., Los Angeles 15, Calif. (JAS-P)

FOR SALE

The following are ready for location; Jockey Club, P. O., console, \$35.00; Captain Kid, 5-ball, F. P., \$30.00; Formation, F. P., \$20.00; Bally Mascot, F. P., \$10.00; Stoner Armada, F. P., \$10.00; Genco Cadillac, F. P., \$12.50; American Eagle 5c, \$10.00; Ginger 1c, \$4.00; Punchett 5c, \$2.50; Draw Poker, \$4.00; Reel 21, \$4.00; 3 way Gripper, \$15.00. FLOYD KNUDSON, P. O. Box 1335, Fresno, California. (JAS-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SLOT MACHINES REPAIRED—

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 1070 Thompson St., Glendale 1, Calif. Telephone Cltrus 3-3721. (TF-C)

PHONOGRAPH ROUTES WANTED—

I will buy, for cash, Phonograph Routes any size, anywhere in the Western States. Give full details in first letter and lowest cash price. BOX 505, COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles 15, Calif. (TF-C)

HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles 15, Calif.

SEND CASH
WITH ORDER

5c a Word
3 Insertions
at Price of 2

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of \$.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

Name and address should be included in the word count.
Copy must reach Los Angeles office by tenth of each month.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

COIN
MACHINE
REVIEW

37

FOR
SEPTEMBER
1943

PHONOGRAPH RECORDS WANTED—

Look Ops! For our choice of your records we pay fourteen cents each and brother that's tops since the market laid an egg in 1929. The big music Ops deal with Devie's, California's largest used record dealer at 1615 Cahuenga Boulevard in Hollywood. (TF-C)

TWO PACE

Automatic Duck Pin Bowling Alleys. Length 45 feet. Automatic Pin Setter, Ball Return, Coin Rejector. Good working order. Ready to install. Price, \$650.00 for pair. FRANK MASSARD, Gillett, Wisconsin. (ASO-P)

FOR IMMEDIATE SALE FROM STOCK—

Pin Game, Phonograph, Slot, Digger, Vending Machine, Beverage, Cigarette, Movie, Scales and Salesboard Collection Books. Location Agreement and other forms. Specially printed books made to your individual needs at our low cost mass production methods. Write CHARLIE FLEISCHMANN, Specialist in Coin Machine Forms, for Free Samples and Suggestions. BALTIMORE SALESBOOK CO., 120 West 42nd Street, New York City 18. (ASO-C)

WANTED—

One or two Mills 3 Bells, perfect condition, priced reasonable. State serials; or will trade Mills 4 Bells for your 3 Bells, even basis. Also have two Mills Blue Fronts to trade, 5c. LOU GRANITE, Chippewa Falls, Wisconsin. (S-P)

WANTED—

Penny Venders, Stands and Wall Brackets; also Coin Counting Machine and Scales. Will pay premium price for one-half or five-eighths Ball Gum. GEORGE NOUR, 848 York Ave., Atlanta, Georgia. (S-P)

WILL PAY CASH—

for any late model Phonographs in good condition. RAY TISDALE, 3644 Rose-lawn Avenue, Glendale, Calif., CHURCHILL 9-3456. (SON-C)

WANTED—

Style 14 Columbus Ball Gum Machines, new or used, with E306 Locks and Slug Ejectors attached. Lacking locks and slug ejectors, quote without. DUGDALE, 6 Byfield Lane, Dearborn, Michigan. (S-P)

FOR SALE—

Bally's Santa Anita, \$250.00; Hawthorne, \$100.00, one ball payout. F. O. B. Albuquerque, N. Mex. OEL LETSERP, 911 West Fruit, Albuquerque, New Mexico. (SON-P)



43

INDEX TO ADVERTISERS

SEPTEMBER, 1943

This Index is an editorial feature and is not part of the advertiser's contract. This publication assumes no responsibility for errors or omissions.

Acme Sales Co.	16
Badger Sales Co.	11
Baker Novelty Co., Inc.	16
Bally Manufacturing Co.	17
Block Marble Co.	16
Bogenberger, Walter C.	31
Bromberg, Irving, Co.	10
Buckley Music System, Inc.	Cover IV
Buckley Trading Post	Cover III

California Amusement Co.	9	Mape, E. T., Music Co.	30
Chicago Lock Co.	20	Mills Novelty Co.	8, 13
Chicago Novelty Co., Inc.	8, 15	Minthorne, Jean J.	35
Clark Distributing Co.	29, 31	Murphy, Harold E.	18
Economy Supply Co.	18	Permo, Inc.	32
General Music Co.	Cover IV	RCA Victor Dealers.	32
Gerett, M. A., Corp.	28	Shelley Radio Co.	27
Globe Coin Machine Co.	22	Sheridan Sales Co.	12
Gottlieb, D., & Co.	4	Simmons, W. E.	28
Graham, H. R.	15	Southwestern Vending Machine Exch.	26
Gutshall, Jack, Distributing Co.	27	Stewart Novelty Co.	14
Hermitage Music Co.	28	Supreme Enterprises.	28
Holdsworth Print Shop.	4	Thompson, Harold W.	7
Independent Lock Co.	4	Torr, Roy.	6
International Mutoscope Corp.	7, 21	United Manufacturing Co.	24
Jennings, O. D., & Co.	19	U. S. Treasury Department	Cover II
Jersey Specialty Co.	23	Valley Specialty Co., Inc.	5
King Pin Games Co.	36	Victor Vending Corp.	14
Laymon, Paul A.	25	Wyoming Novelty Co.	20
Lorang & Thornton Music Co.	18	Zeigler Insurance Agency, Inc.	4

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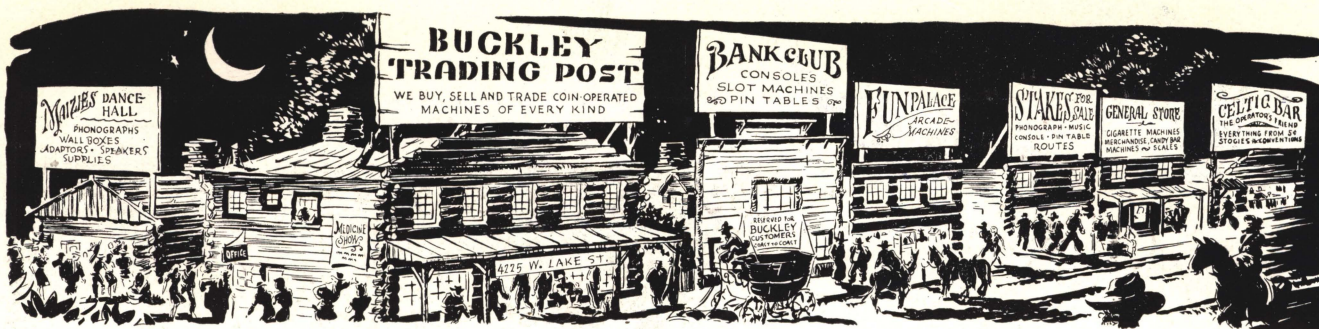
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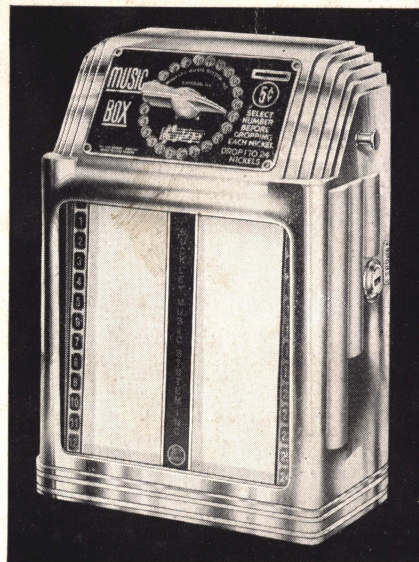
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